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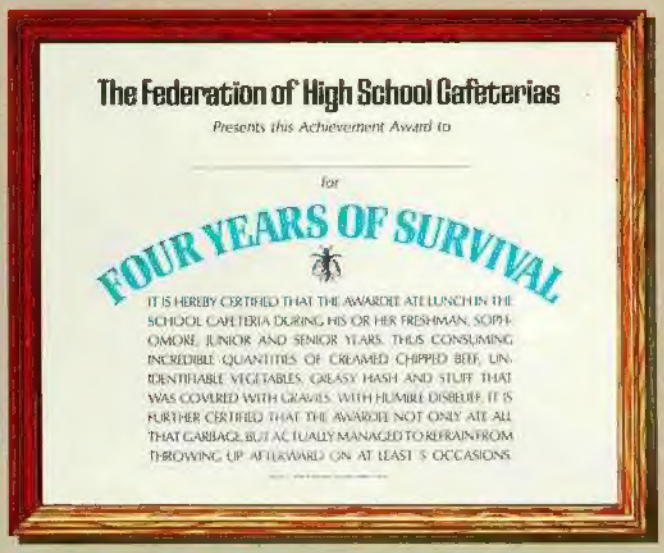

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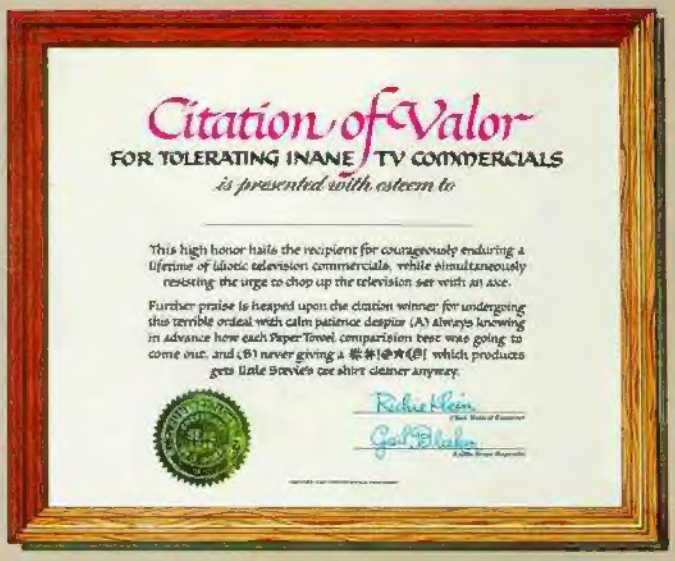

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Richie Klein

Gail Blaskey

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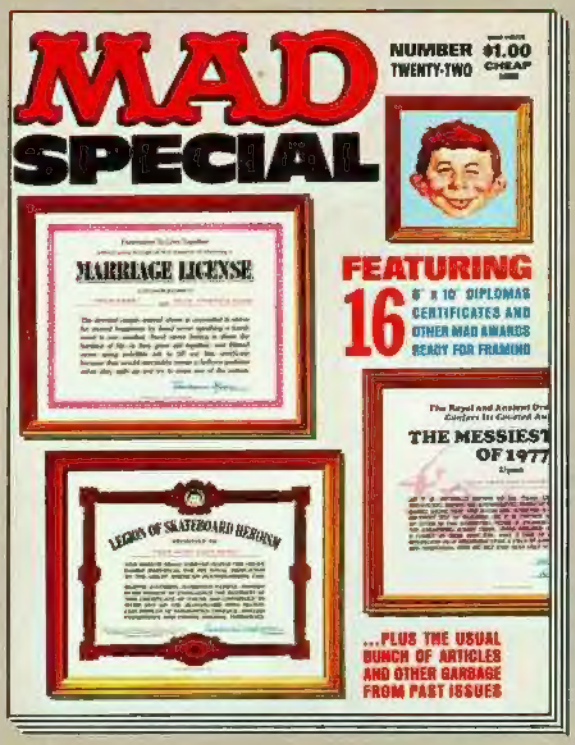
William Hewitt Crouch

Larry J. Brown



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NUMBER 192 JULY 1977

MAD

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JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—July, 1977, Volume 1, No. 192. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions in U.S.A., 15 issues $9.00. Outside U.S.A., 15 issues $10.00. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1977 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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LAST OFFER AT THIS LOW PRICE

If you'll recall, our last offer for these full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or wrapping fish, was at this same low price! So was the one before that, and the one before that! Like, how could we charge more when we can't even sell them at this price? Order today! Merely send 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

LETTERS DEPT.

THE SHOOTIEST

Dick De Bartolo's superlative retention of the mood and pacing of "The Shootist" film, plus his addition of funny lines and appropriate meter, indicate he'd make a damn fine scenarist; if he isn't one already. His understanding of "The Shootist" evolvement is all the more admirable and perceptive as he slipped into a gear *unlike* his "Towering Sterno", "Poopsidedown Adventure" and "The Omenous" triumphs!

Arthur Greenwald
Pittsburgh, Pa.

High caliber, high explosive, high comedy!

Rich King
Spokane, Wash.

What a unique opportunity for Mort Drucker to line up his sights on all those "shooting stars" and durable character actors. John Wayne never had it so good in ink.

Sally Mudge
Rochester, Kent
England

A secondary perusal of MAD art is always rewarding. Like concentrating on details and finding those darling Pigs-In-Blankets on Widow Bland's stove.

Rachel Ralston
San Francisco, Calif.

I think Drucker and De Bartolo made a bigger hit than the movie makers!

Jim Hash
Appomattox, Va.

MAD "DEATH" ANNOUNCEMENTS

After reading Frank Jacobs's "MAD 'Death' Announcements" I *happily* announce the death of intelligence in MAD. Services should be held immediately, if not retroactively!

David Gomes
Anaheim, Calif.

" 'Death' Announcements" died on the table!

John Donart
Princeton, Kan.

Joey Nespor
Is Grieved To Announce
The Death
Of His MAD Magazine Collection
Following An Unexpected Cleaning
Of His Room
By His Mother
Mrs. L.J. Nespor
On Friday, The Fourth Of March
Nineteen Hundred And Seventy-Seven

Joey Nespor
Columbus, Ohio

ORIGINAL COVER, MOMENT LATER

"Presenting The Original MAD Cover, And One MAD Moment Later!", by Rickard and Edwing, is a brain-game of possibilities that have often occurred to me as I've contemplated my array of MAD covers. Fabulous follow-ups!

Ted Schwartz
New Haven, Conn.

Talking about "Original Cover, Moment Later", your best example is your ski cover mishap on the very same issue. The #190, April '77, cover is the aftermath to your #173, March '75, ski cover.

Don MacEwan
Salem, Oregon

ONE MORNING BACK ON MAIN STREET

Don Martin's "One Morning Back On Main Street" was entirely unreal. First, nobody was getting mugged. Second, there was no doggy-do or litter in the street. Third, there was no graffiti on the wall.

Pablo Mahoney
Tollhouse, Calif.

That sidewalk sequence is concrete evidence that Don Martin should throw in the trowel!

J.J. Kramer
Dryden, Mich.

IF BUSINESSES OFFERED "NO-FRILLS"

MAD is a "No Frills" magazine!

David L. Arnold
Ridgecrest, Calif.

TESTIMONIAL ROASTS

"Testimonial Roasts For Ordinary People", by Bob Jones and Arnie Kogen, was well-done and easy-to-swallow.

Herman Hogston
Columbus, Ohio

Bob Jones's readily recognizable celebrities in "Roasts" gives MAD the corner on the finest caricaturists in the world!

Richard Cole
New Castle, Pa.

THE LIGHTER SIDE OF GOOFS

Printing Dave Berg's "The Lighter Side Of Goofs" was a real ~~this~~ ~~this~~ ~~this~~ ~~this~~ mistake.

Greg Blair
Emporia, Kan.

ONE DAME AT A TIME

Angelo Torres's and Larry Siegel's "One Dame At A Time" was one dame too many!

R. Devorin
Elmhurst, N.Y.

TOP SECRET MINUTES OF MEETINGS

"Top Secret Minutes Of Top Secret Meetings" should have been kept secret!

Ray Cavenee
Arroyo Grande, Calif.

WHEN YOU'RE POOR, WHEN YOU'RE RICH

Frank Jacobs and Jack Davis did a great job on the "When You're Poor . . . And . . . When You're Rich" feature. They just about covered everything except for one aspect of the law that has come into the spotlight the last few years. That is: "When You're Poor . . . you're a common criminal, and When You're Rich . . . you're a victim of society".

Bill Maslen
Montreal, Quebec,
Canada

THE FROG PRINCE FOLD-IN SALUTES THE AUTOMOBILE INDUSTRY

How come there was no Fold-In in issue #190? While I enjoyed Al Jaffee's back cover, "MAD Salutes The Automobile Industry", I wondered why Jaffee relinquished his time-honored Fold-In place to that Frog Prince, Don Martin.

Michael McClintock
Brockville, Ont.,
Canada

The Fairy Tale of "The Frog Prince" really had me this time. I folded that inside back cover every way I could think of, and I still can't figure it out!

Sheryl A. Baugh
Pleasant Hill, Calif.

My wife watched me struggle with the inside back cover for 45 minutes before telling me that there was no MAD Fold-In in that issue.

G. W. Buckley
Kitchener, Ont.,
Canada

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- ☐ DAVE BERG Looks at the U.S.A.
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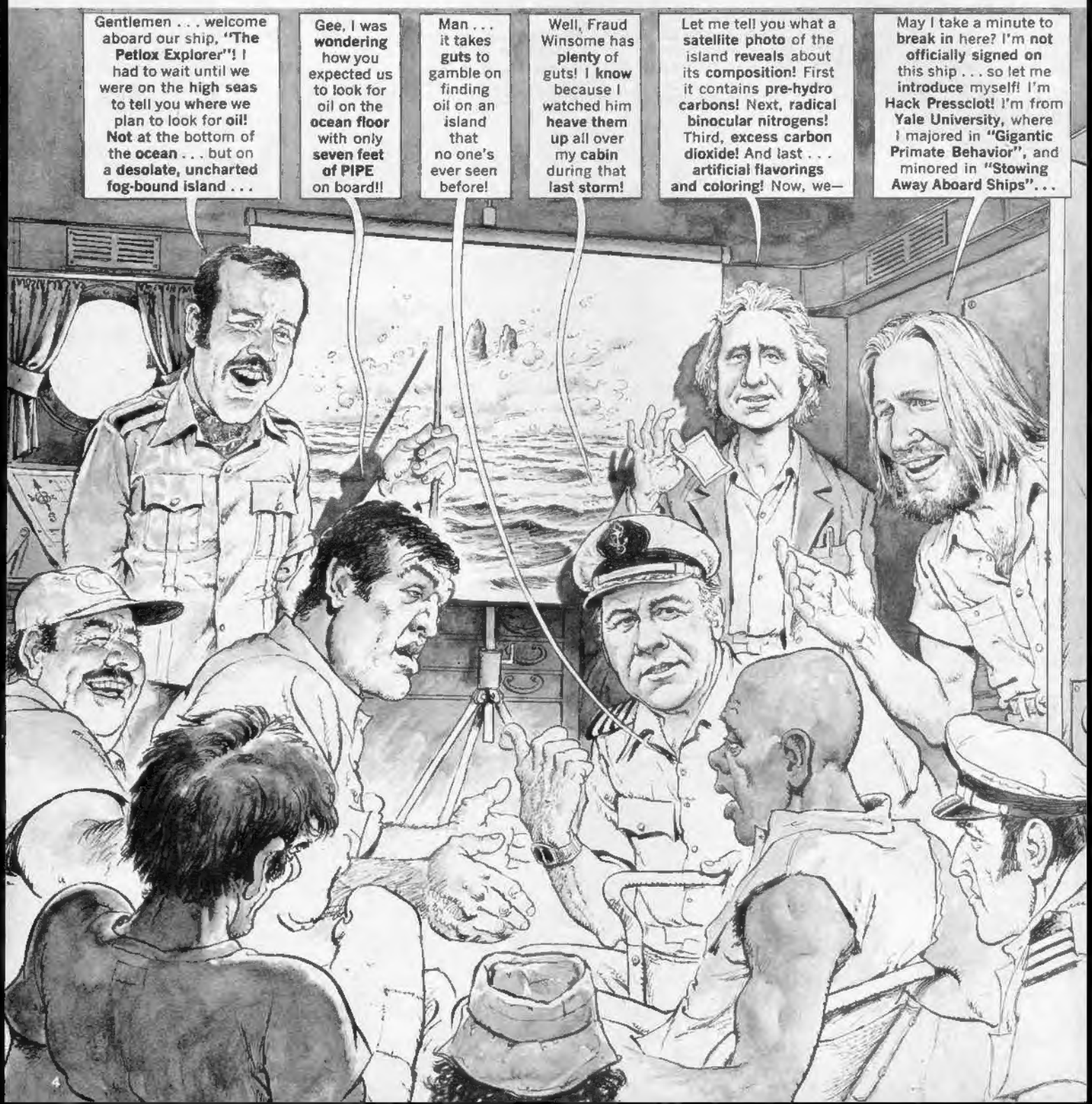
KONG-PHEW DEPT.

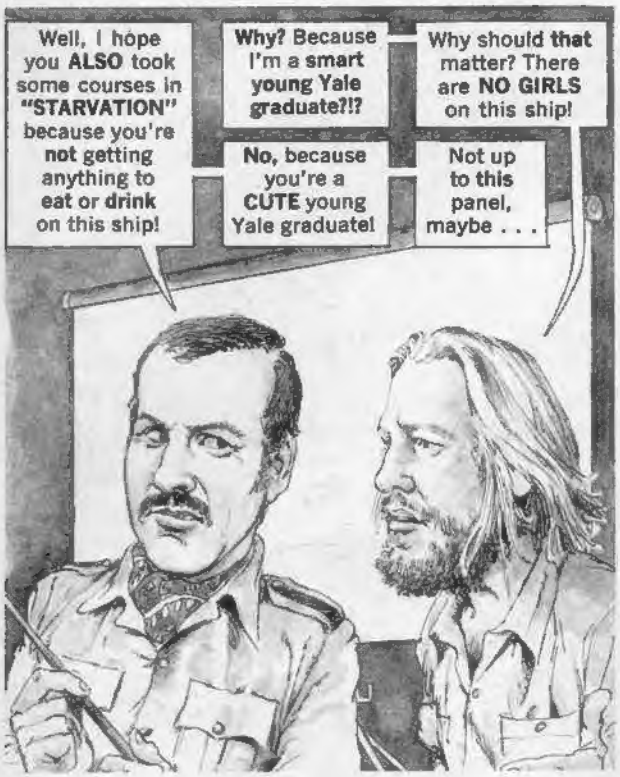
KING

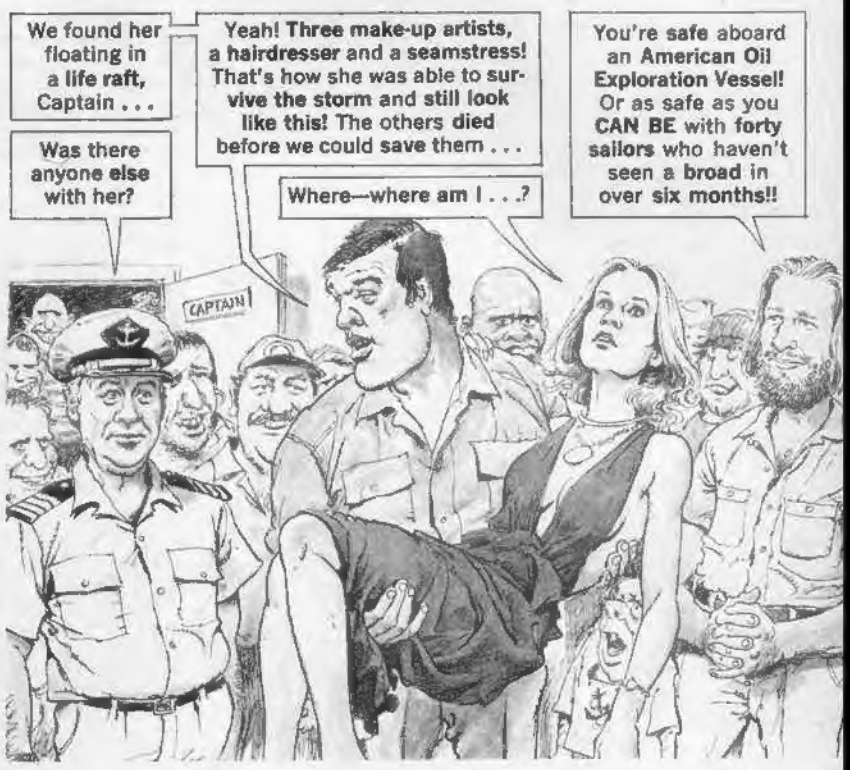
Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

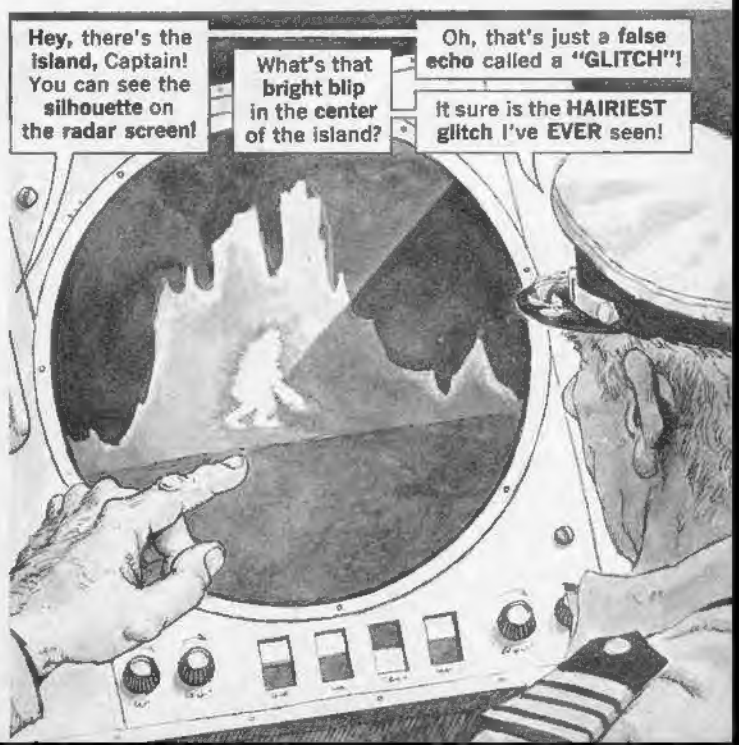


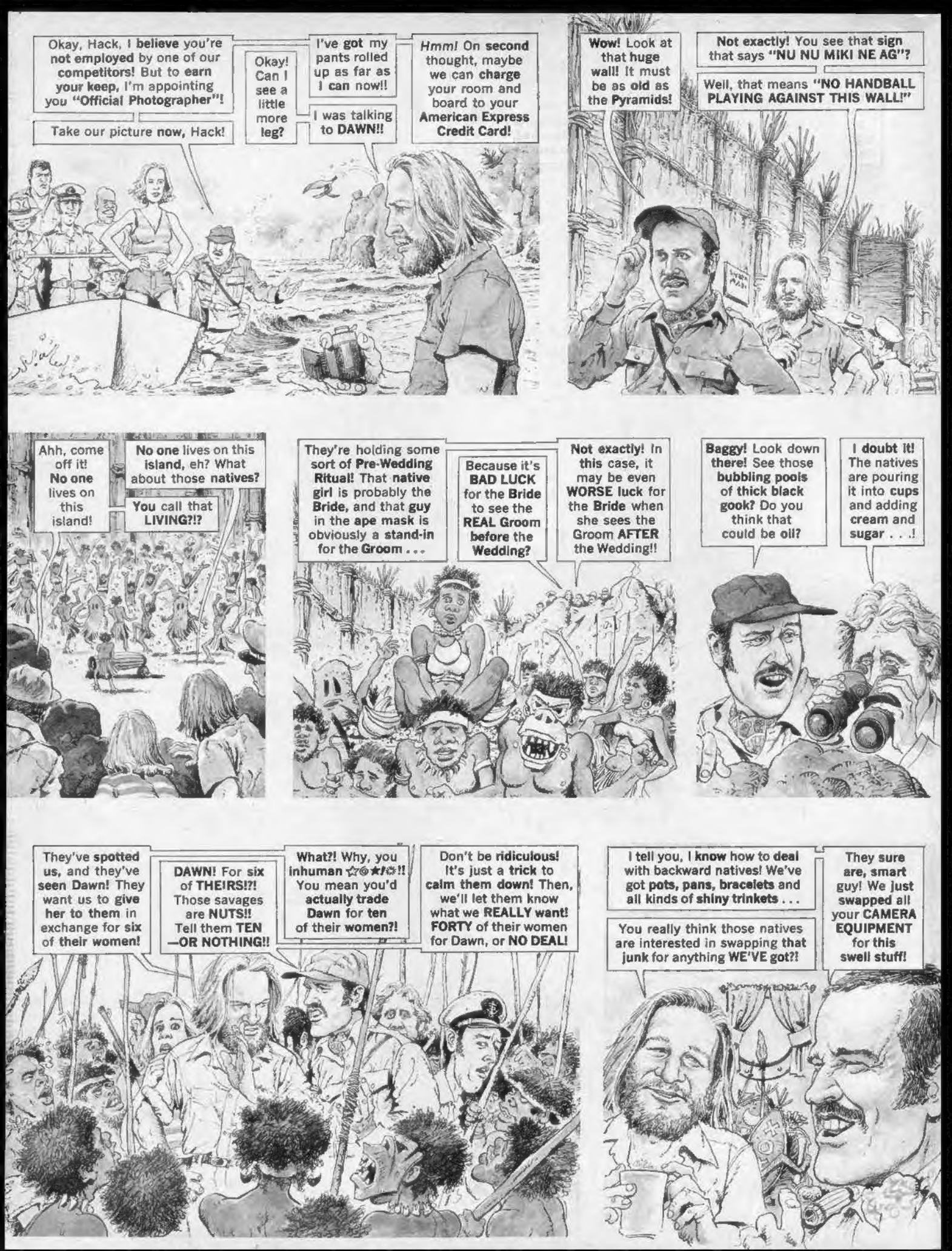
KORN

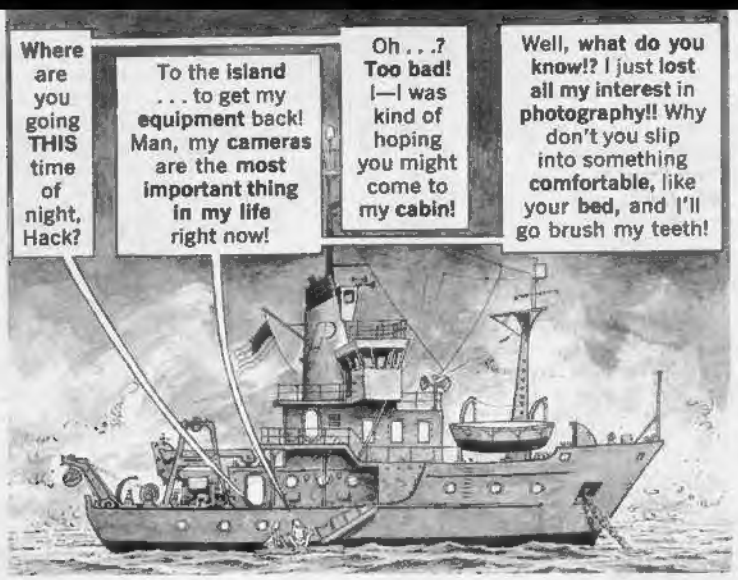
ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO



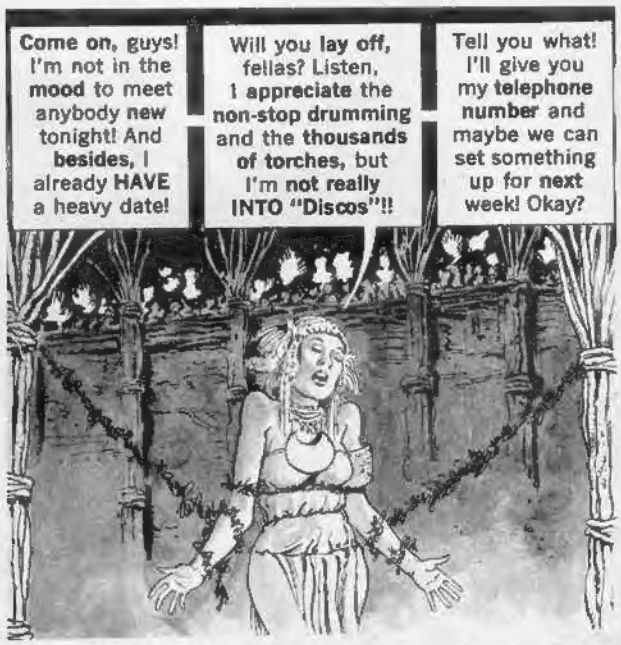




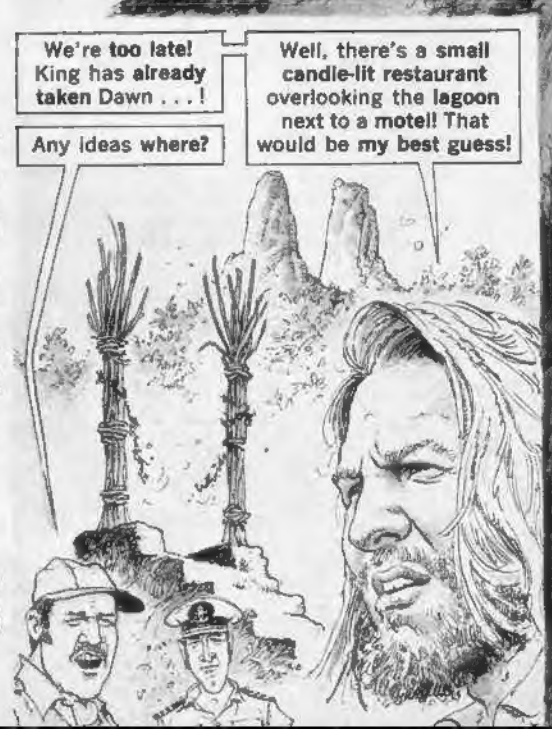

Okay, Hack, I believe you're not employed by one of our competitors! But to earn your keep, I'm appointing you "Official Photographer"!
Take our picture now, Hack!
Okay! Can I see a little more leg?
I've got my pants rolled up as far as I can now!!
I was talking to DAWN!!
Hmm! On second thought, maybe we can charge your room and board to your American Express Credit Card!
Wow! Look at that huge wall! It must be as old as the Pyramids!
Not exactly! You see that sign that says "NU NU MIKI NE AG"?
Well, that means "NO HANDBALL PLAYING AGAINST THIS WALL!"
Ahh, come off it! No one lives on this island!
No one lives on this island, eh? What about those natives?
You call that LIVING?!?
They're holding some sort of Pre-Wedding Ritual! That native girl is probably the Bride, and that guy in the ape mask is obviously a stand-in for the Groom . . .
Because it's BAD LUCK for the Bride to see the REAL Groom before the Wedding?
Not exactly! In this case, it may be even WORSE luck for the Bride when she sees the Groom AFTER the Wedding!!
Baggy! Look down there! See those bubbling pools of thick black gook? Do you think that could be oil?
I doubt it! The natives are pouring it into cups and adding cream and sugar . . .!
They've spotted us, and they've seen Dawn! They want us to give her to them in exchange for six of their women!
DAWN! For six of THEIRS!?! Those savages are NUTS!! Tell them TEN —OR NOTHING!!
What?! Why, you inhuman ☆◎★!☆!! You mean you'd actually trade Dawn for ten of their women?!
Don't be ridiculous! It's just a trick to calm them down! Then, we'll let them know what we REALLY want! FORTY of their women for Dawn, or NO DEAL!
I tell you, I know how to deal with backward natives! We've got pots, pans, bracelets and all kinds of shiny trinkets . . .
You really think those natives are interested in swapping that junk for anything WE'VE got?!
They sure are, smart guy! We just swapped all your CAMERA EQUIPMENT for this swell stuff!

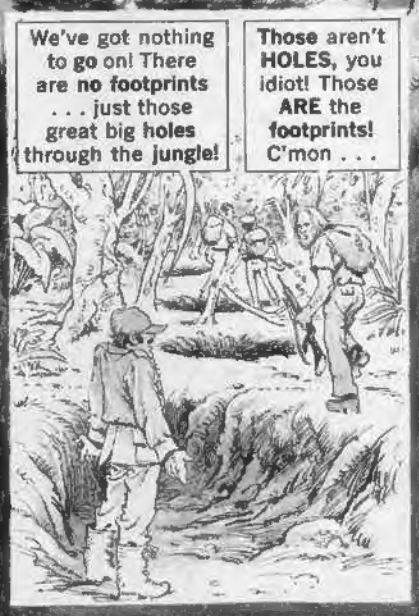

Where are you going THIS time of night, Hack?
To the island . . . to get my equipment back! Man, my cameras are the most important thing in my life right now!
Oh . . .? Too bad! I—I was kind of hoping you might come to my cabin!
Well, what do you know!? I just lost all my interest in photography!! Why don't you slip into something comfortable, like your bed, and I'll go brush my teeth!

Hey!! What the—?
Why is it I have so much trouble staying on ships?!
If I'm not getting thrown off, I'm being taken off!!


Come on, guys! I'm not in the mood to meet anybody new tonight! And besides, I already HAVE a heavy date!
Will you lay off, fellas? Listen, I appreciate the non-stop drumming and the thousands of torches, but I'm not really INTO "Discos"!!
Tell you what! I'll give you my telephone number and maybe we can set something up for next week! Okay?

Hey . . . just one minute! Where do you think you're taking me?!? Look, I dig tall, dark, hairy men . . . but THIS is ridiculous! Put me down now! I will not go home with you!
Well . . . maybe for a little while! But I have to be back by 10 o'clock!
Okay! By 11 o'clock! But not a minute later!
It would be different if this were on a week-end, King! But it's a Tuesday! Who stays out late on a Tuesday?!
ROARRRPRR!
ROARR KRAR!


We're too late! King has already taken Dawn . . . !
Any ideas where?
Well, there's a small candle-lit restaurant overlooking the lagoon next to a motel! That would be my best guess!


We've got nothing to go on! There are no footprints . . . just those great big holes through the jungle!
Those aren't HOLES, you idiot! Those ARE the footprints! C'mon . . .

Y'know, King . . . as big as your hands are, I've had less trouble with you than with most of the men I've dated!
You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast . . .
Er . . . you wouldn't happen to have a twelve-foot frying pan, would you?!?

I've checked out the sample we took from the island, and it's 100% pure oil all right . . . exactly up to Petlox's rigid standards . . . !
YAHOO!! And coming here was all MY idea, Baggy!!
As a matter of fact, it IS Petlox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!
Too bad coming here was all YOUR idea, Baggy!
I refuse to go back to America empty-handed!
Why don't we visit that Native Souvenir Shop?! We could pick up a few more of those trinkets you went ape over . . . !
That's it! That's it! You just said it! What an idea!!
You mean, take King back to America?!?
No . . . pick up a few more of those trinkets!
I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood!"??
Oh, I'd say about twenty million the first year . . . and I think you'd lose even MORE the second year!!
Okay, men . . . lower that TWO HUNDRED POUND BANANA into the trap . . .
Here's an update on King! Dawn and Hack have gotten away from him . . . and King's position now is four hundred meters northeast of Checkpoint Charlie!
Got it! And what's OUR position right now?
Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie!!
In other words . . .
Right! That warm tropical breeze on your back is KING'S BREATH!!
I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!
What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!
That's not exactly true! He DID take me out to dinner and a movie!
Besides . . . the natives will be thrilled to be rid of King!!
There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!
I've been thinking of ways to exploit King! I could star him in a BALLET . . . with Nureyev and Fonteyn and Weiss!
I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!
Nahhh! That's no good! A TUTU for King would cost a million bucks!!
Who'd want to marry a STATUE?!?
Listen, yours might not be much better!!

I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid . . . if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

Gee, that doesn't sound so bad . . . especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Th-thank you for that wonderful introduction!

The introduction was for KING!! I said "Chimp" . . . not "CHUMP"!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!

KORN

Look! King is breaking free!

Ladies and Gent emen, don't panic! I assure you the cage is escape-proof! I was locked in it all day yesterday . . . and I couldn't get out of it!

Look! He's torn his cage apart!

Don't worry! His legs and arms are still in chains!

Look! He's broken his arm chains!

Don't worry! His legs are still in chains!

Look! He's broken his leg chains!

WORRY!!

No, King! No!! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token . . . so they'll never let him on!

Put this tra n down this instant, you great big juven le delinquent ape!

Hey, is this 42nd Street? Can you drop me at 42nd Street?

Oh, my God! He's gonna roar again! I can't stand it when he roars . . . !

I know what you mean! The sound is enough to KILL you!

FORGET the sound! It's the BREATH that'll kill you!

If that giant ape ever crosses the East River . . .

Don't worry! He can't make it! He'll be dead by then!!

You mean from the tanks and planes?

No, from the East River! If he ever enters the water, the POLLUTION will kill him!

It's Pressclot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!

Oh, c'mon! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING?!

Do you know where King is now . . . ?

Yes! He just took a Fifth Avenue bus!

Uptown, or downtown??

We don't know WHICH way he threw it!

Hey, you! Get out of that river! You're leaving a ring around Manhattan!!

We can't go up there, King! You don't have a jacket and tie on!

They'll only send you down again when they see you haven't got a reservation!

Please, King! I have a terrible fear of heights!

I once threw up at the Empire State Building! And that's while I was still out on the street!

Pick me up, King!

Do you hear me? Pick me UP!!

I know I keep saying, "Put me down!" But NOW I want you to pick me up!!

Duck those bullets, King! DUCK! Don't you ever do what I say? You act like we're married!

Don't eat that Helicopter, King! I said DON'T EAT IT!

It's bad for your digestion!

Will you LISTEN and stop acting so MACHO!?

No wonder the big ape wants to die! How would you like to have to listen to HER nagging all day and all night?!

Are you listening to me?! Didn't I TELL you not to come up here?!? I hate to be the one who says, "I told you so!" But I TOLD YOU SO!

Boy, she could drive ANYONE to an early grave!

King, don't go over the edge! I said, don't—

Now look at the fine mess you've gotten yourself into!

Hack . . . this was all too terrible! I don't EVER want to have anything to do with Show Business again!

Honey . . . after your performance in this movie . . . I don't think you have to worry!!

Okay, whose monkey is this? You need a permit to keep a monkey in this city!!

DON MARTIN DEPT. PART I

ONE DAY IN PHILADELPHIA

AERIAL BOREFARE DEPT.

Americans are fad crazy. Remember several years ago . . . how the Hula Hoop swept the nation? Millions of Americans spent hours twirling those round plastic hoops on their hips. Well, the latest thing Americans have taken to is Citizen Band Radios. But trying to spin a Citizen Band Radio around

A MAD LOOK

ARTIST: JACK RICKARD

THE HANDLE

A CB Radio buff never uses his own name. Instead, he uses a made-up name, or "handle," which is supposed to describe him. But, since no one can see him, the "handle" he picks out usually describes him as he wishes others to see him.

HERE ARE SOME SAMPLE CB RADIO "HANDLES"

"Big Stud"

"Tycoon Tom"

"Sexy Venus"

"White Knight"

"Jail Bait"

THE CB RA

The most popular code used by CB'ers is called the "10-Code." Some examples of the "10-Code" are . . .

10-4	O.K., Yes
10-1	Receiving poorly
10-2	Receiving well

What many novices do not realize is that the "10 Code" goes up into the hundreds. For example . . .

10-100	Restroom stop
10-200	Police needed at_____

But what even experienced CB'ers don't realize is that for the elite . . . the tried-and-true CB'er who's been at it for years, there's even a higher, more specific "10-Code." For example . . .

10-2, 354	My pantyhose is caught in my front left door
10-3, 459	The mangos in my trunk are rotting
10-4, 768	I don't think I've got enough money for the toll
10-5, 745M	There's no toilet paper in the Men's Room at the next Texaco station
10-5, 745W	There's no toilet paper in the Ladies Room at the next Texaco station
10-5, 756	I don't think I can hold out for another station

their hips is difficult and expensive. So they've given up the idea and started using them for communication. There are over 15 million CB Radios now in use, and over 500,000 new licenses being issued monthly. Obviously, MAD can no longer ignore the CB Scene, unless we junk this article called

AT CB RADIO

WRITER: DICK DE BARTOLO

THE EQUIPMENT

4 watts is the maximum power output any CB rig can have. This has been established by the Federal Communications Commission.

So all CB'ers have 4 watts . . .

. . . but some CB'ers have 4 WATTS!!

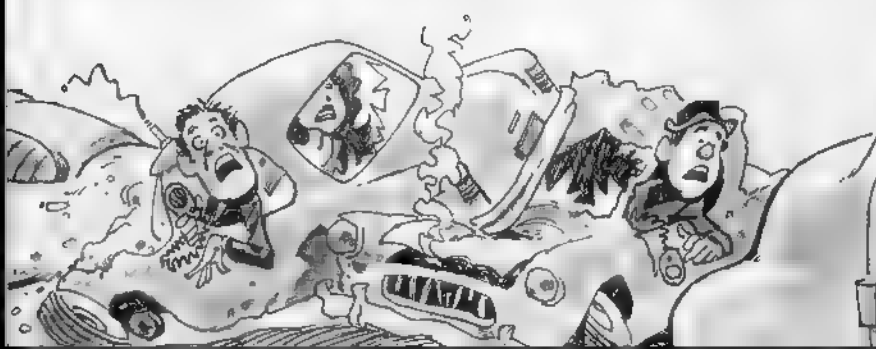
The great advantage CB Radio has over telephone is that you can communicate with other CB'ers, and you don't have to pay the telephone company one cent!

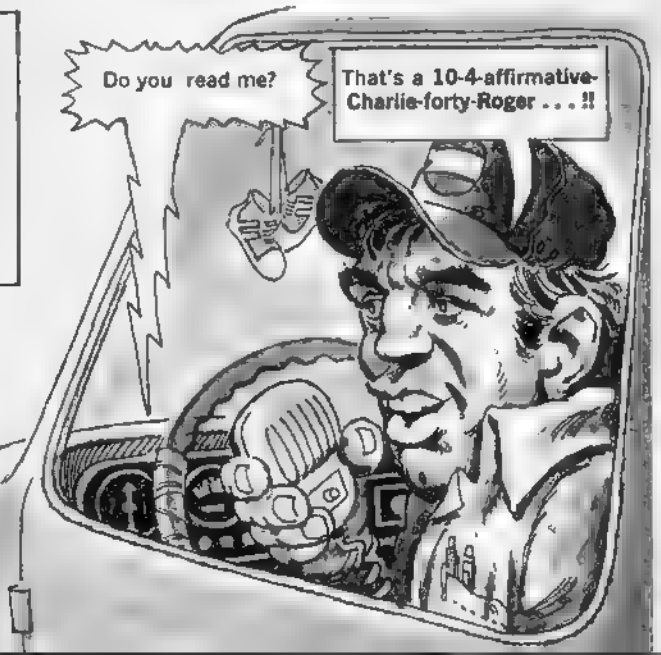
DIO CODES

In addition to the numbers codes, CB'ers love to use verbal codes. These codes vary from region to region, but some typical expressions follow . . .

BREAK, BREAK	What often happens to your antenna, antenna
BEAR TRAP	Police with radar
BEAR CAVE	Police station
BEAR ASS	Policeman on donkey
GOOD BUDDY	What the salesman who sold you $875 worth of CB equipment considers you
EIGHTEEN WHEELER	Large truck, or 9 guys on bicycles
MERCY SAKES	#@$#%&¢@#$%¢&$!
DOUBLE BUFFALO	55MPH, or "I just picked up two hitchhiking bison!"

And of course, CB'ers never use the word "yes." They've shortened it considerably!

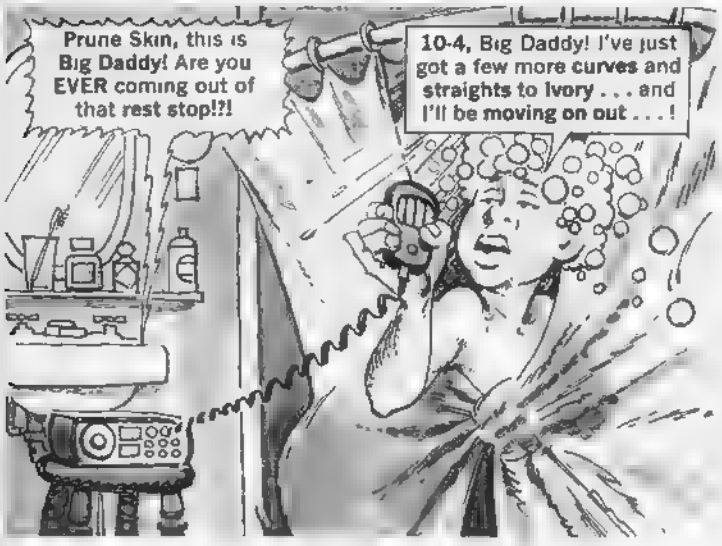




WHAT IT'S LIKE COM

OTHER PRACTICAL U

NOT ONLY ARE THE MOTORIST AND THE HOBBYIST USING RIGS. MORE AND



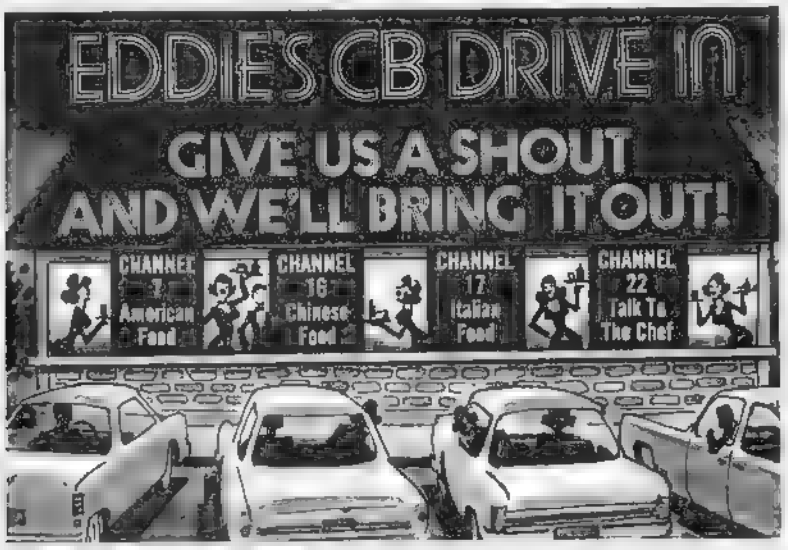
AN IMPORTANT TIP

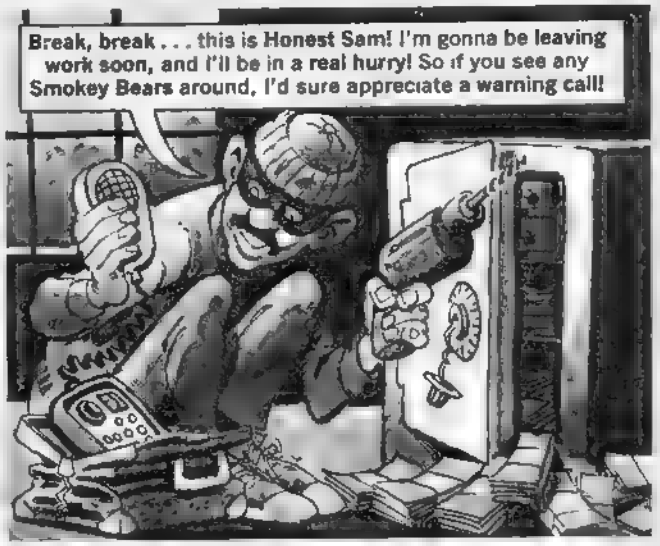
Although you can talk to a person on a CB radio, anybody else that's tuned to that channel can hear your conversation.

MUNICATING ON CB

SES FOR CB RADIOS

MORE PEOPLE ARE FINDING OTHER NEW AND EXCITING USES FOR CB RADIOS

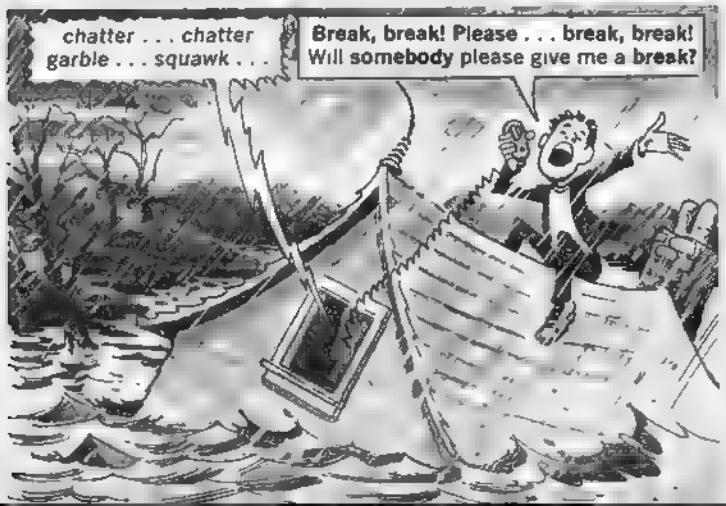




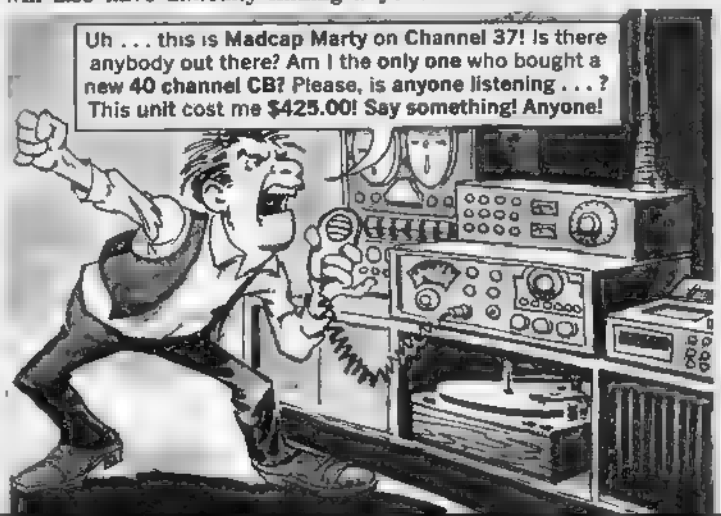
THE FUTURE OF CB

As we've said, there are over 15 million CB radios in use right now, and more being bought every day. So many that the FCC has added 17 more to the 23 existing CB channels, for a total of 40. There's only one problem . . .

All 15 million present CB'ers own 23 channel rigs, and those channels are too crowded to find anyone to talk to.

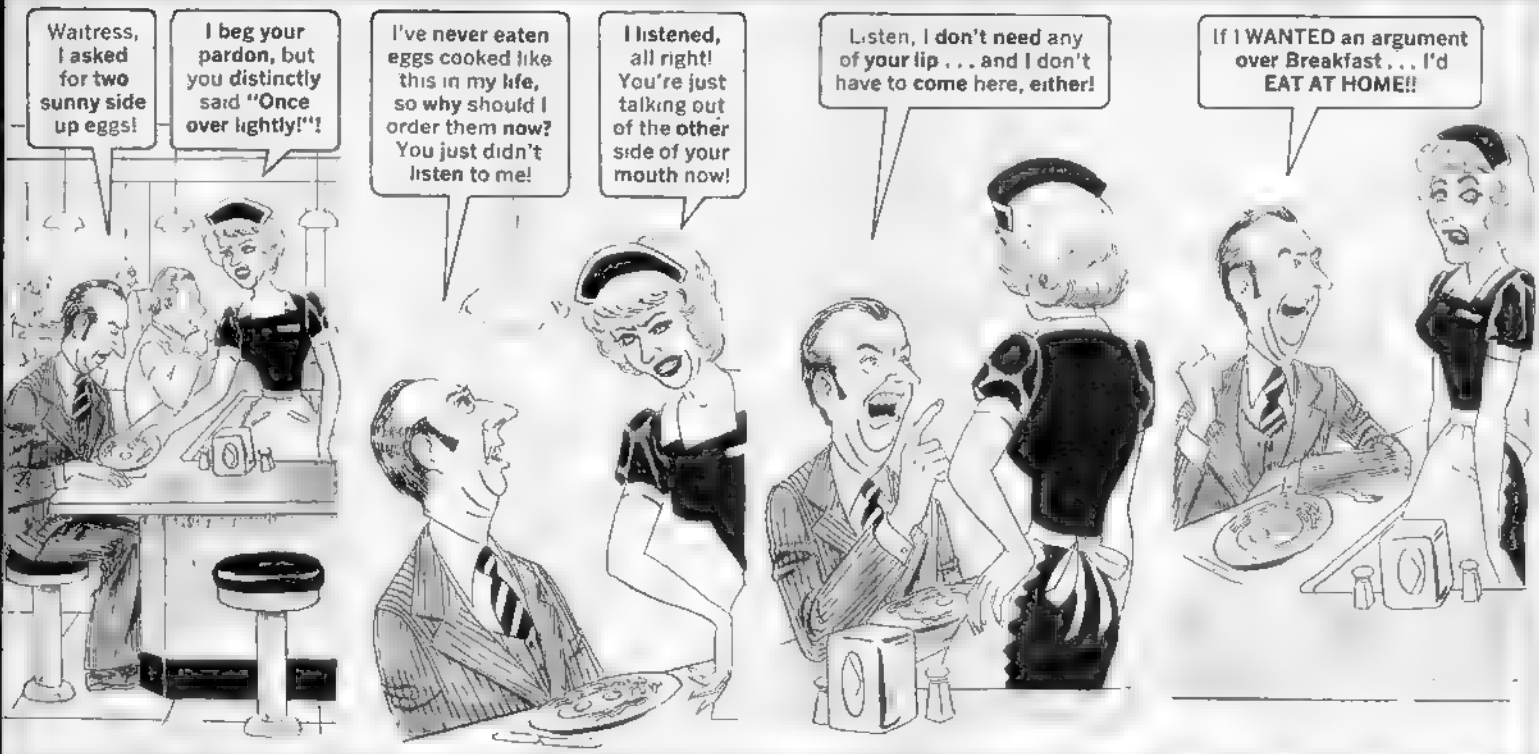


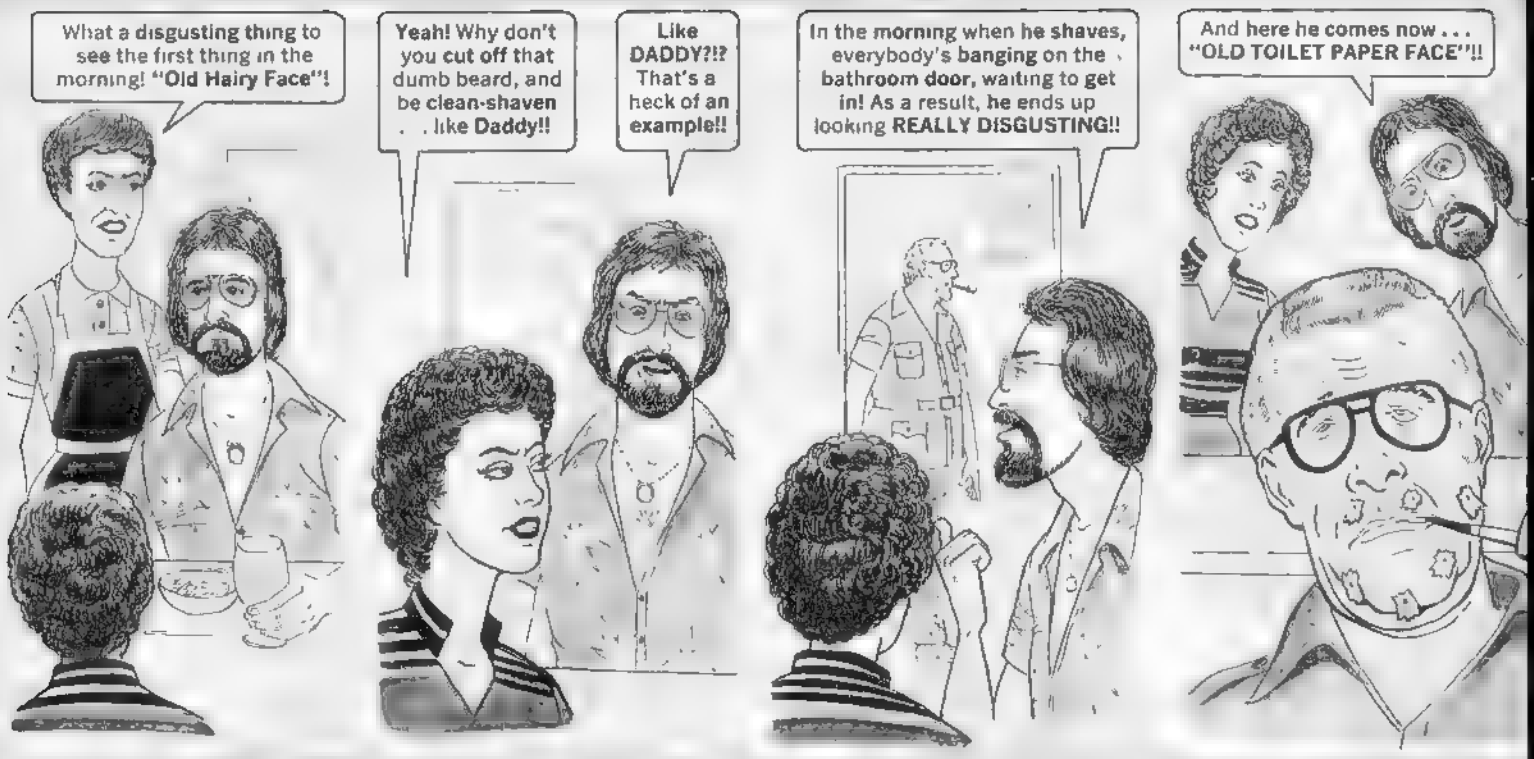
And the folks who bought the new 40 channel receivers will also have difficulty finding anyone to talk to . . .



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... MOR





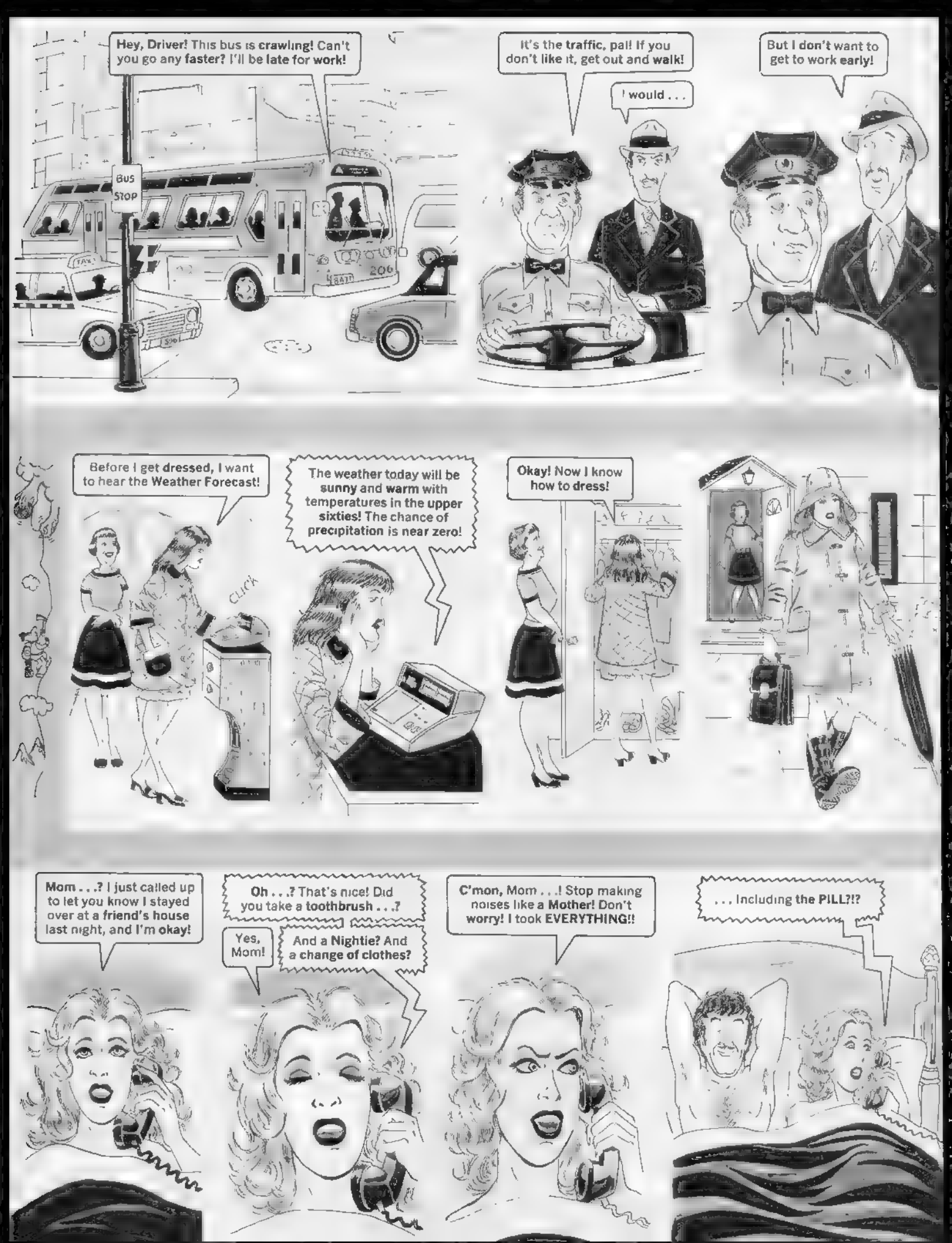
NINGS

ARTIST & WRITER:
DAVE BERG

Sorry . . . but I haven't got time for Breakfast!!
What's the rush? It's early!
Not for me! I'm gonna be late for school!
But I bought you a car just to solve your transportation problem!!
Yeah! Thanks a heap! Now, I have to leave earlier than ever . . .
. . . just to find a PARKING SPACE!!

Hey! Where is everybody??
We're all out on the patio!
It's such a lovely morning, I thought it would be nice to have Breakfast outdoors! I'm using the Playroom stove!
It's things like this that make little rich kids like me into hopelessly insecure neurotics!
With two kitchens in the house . . .
. . I never know where my next meal is coming from!

C'mon, fellah! You've been holding it in all night, so let's get out there fast!
Hurry back! I'm starting breakfast!
No . . . don't!
I'll be walking the dog for at least five blocks!
Why so far?!?
You wouldn't want me to dirty up the street we LIVE on?!?


Hey, Driver! This bus is crawling! Can't you go any faster? I'll be late for work!
BUS STOP
It's the traffic, pal! If you don't like it, get out and walk!
I would . . .
But I don't want to get to work early!
Before I get dressed, I want to hear the Weather Forecast!
CLICK
The weather today will be sunny and warm with temperatures in the upper sixties! The chance of precipitation is near zero!
Okay! Now I know how to dress!
Mom . . .? I just called up to let you know I stayed over at a friend's house last night, and I'm okay!
Oh . . .? That's nice! Did you take a toothbrush . . .?
Yes, Mom!
And a Nightie? And a change of clothes?
C'mon, Mom . . .! Stop making noises like a Mother! Don't worry! I took EVERYTHING!!
. . . Including the PILL?!?

This is a heck of a way to start the school day! I want everyone of you to come to order so I can take attendance! Leonard, get back to your seat! Mary Lou and Joanne, stop your gossiping! Herman, put away that MAD Magazine . . .

And as for you, Richard, wake up! You can't sleep in my Home Room class!!

I know that!

You HOLLAR too loud!!

Gee . . . I can't decide what suit, shirt and tie to wear today!

Never mind those things!! What about your UNDERWEAR?!?

Oh, Ma! Don't bug me again with that "What if you're in an accident?" bit! Big deal! So they find a hole!

Who's talking about holes?! The way they make Men's Underwear these days . . .

. . . they shouldn't think you're a TRANSVESTITE!!

Gee . . . do you watch all them morning Kiddie TV Programs?

You mean . . . like "Captain Kangaroo" 'an "Romper Room" 'an "Sesame Street"? NAHH!

Why not?

I think they're too BABY-ISH!!

But I hear one of 'em on in the next room! Why don't you shut it off?!?

I can't do that!

My Mom is HOOKED on 'em!

GESUNDHEIT!

David Berg

Modern Society demands that our lives conform to set patterns. And, worse yet, we aren't even allowed to stop conforming after we die. That's because the Wills we leave behind are drawn up by lawyers who all write the same legal-ese double talk. Every "whereas" is identically placed, and only a few different names prevent one Will from looking exactly like every other one. We here at MAD now offer you the opportunity to be a rugged individualist before you die . . . and also afterward. So just rip out and fill in your own appropriate selection from the following assortment of

MAD FORMS FOR PERSONALIZED WILLS

ARTIST: ANGELO TORRES WRITER: TOM KOCH

NATIONAL SOCIETY OF UNAPPRECIATED MOTHERS

LAST SIMPLE REQUESTS

THAT CERTAINLY WON'T PUT ANYBODY OUT

To My Beloved Children:

1. See? Didn't I tell you I'd die? Well, now you know I wasn't exaggerating. Maybe next time you'll take a minute to listen when a person has symptoms.
2. Make sure I get laid out wearing gloves. Heaven forbid that your friends should see how rough and red my hands got from all those years of keeping house for you, not that I ever once complained.
3. Don't waste your good money on sending flowers to me at the mortuary. Use it to buy something nice for yourselves, as usual.
4. Getting to the only part of this you care about, namely who inherits my money, the answer is nobody. For once, I've decided to put my own wishes first and

(A) _____ take it with me.
(B) _____ buy a comfortable, furnished mausoleum.
(C) _____ have my body sent on a world cruise.
(D) _____ spend my winters in a Florida cemetery.

(CHECK ONE)

_____ (a/k/a Mom)

LAST WILL AND PRESS RELEASE OF INCUMBENT CONGRESSMAN

First, let me silence the vicious lies being spread by the opposition about the effect of my recent death on my future political plans. Let me assure you that I still intend to run for re-election in 19____, so I may continue to serve my constituents as capably as I have in the past.

Meanwhile, I am proud to announce that my estate is to be distributed with the same openhanded generosity and lack of prejudice that were my loveable trademarks when I was still alive.

Recalling that some of my best friends were_____ _____, I leave the sum of $_____ to "The Loyal Sons Of_____", and all the wonderful foreigners who compose its membership.

To_____, who has always been a credit to his race, I bequeath $_____.

And to help him overcome his ethnic disadvantages, I leave_____, the sum of $_____.

Whatever funds remain shall be spent on having my private papers shredded.

_____

INSTRUCTIONS FOR WHILE I'M AWAY

LEFT BY NOTED SPIRITUALIST

1. By the time you read this, I will have departed for the Other Side of the Cosmos, where I plan to stay until 19_____, when I shall return as:
   - ☐ Prince _____, rightful heir to the throne of _____
   - ☐ Inter-Planetary Space Flight Cadet _____
   - ☐ _____, winner of the 19_____ Kentucky Derby.
2. Until then, please see to it that my estate is put into sound, conservative investments. I would hate to return and find myself so broke that I'd have to start all over again.
3. If you need to get in touch with me about anything in the meantime, just knock three times on the dining room table, and I'll hurry back.
4. Please don't clown around by knocking on the table just to show off for your friends, as I don't want to stop what I'm doing and have to rush back here every time I hear some idiot knocking.

Until we meet again,

ALL-NEW REVISED EDITION!

Last Will & Testament Of Talented Author:

_____

"HIS BEST WILL YET!" —Toledo Tribune

"Well Worth Reading!" —ALTOONA ADVOCATE

"TENSE WITH SUSPENSE!" —Chattanooga Choo-Choo

It is the best of times. It is the worst of times.

A tragic sense of personal loss is sure to hang heavy in the air as this document is opened and read. Even as total strangers, those gathered in the room will share the realization that a figure of towering literary magnitude has been snatched from their midst.

Yet, as each gut tightens into a knot of despair, a bright glimmer will somehow pierce the darkness. After all, the deceased has chosen one of those gathered for this Will reading to be his sole beneficiary. Someone here is destined to become wealthy.

But which one? Will it be his mousy but devoted _____? What about his ne'er-do-well _____? Or could it possibly be _____, the vibrant and mysterious _____, with whom the deceased supposedly _____ whenever he chanced to be passing through _____?

Deep in their hearts, those gathered should have sensed that the one he chose could only have been _____.

THE HEIRS AND INHERITORS TOUT SHEET

HOT, INSIDE TIPS ON THE ESTATE OF HONEST BOOKIE

Today's top event is the "Divvying Up Of The Purse Of The Deceased," a Claiming Race carrying First Prize money of $_____. With a large field of entries expected to turn out for this Will Reading, most late starters are relegated to the ranks of the longshots, and only a few favorites emerge. Here's the rundown:

ENTRY	ODDS	EXPERT OPINION
(1) GRIEVING WIDOW	6-5	Has inside track against the field.
(2) GREEDY OFFSPRING	3-1	Tried to look better in recent outings.
(3) SECRET LOVER	7-2	Moving up fast. Could take it all.
(4) DISTANT COUSIN	30-1	No chance unless favorites falter.
(5) WORTHY CHARITY	100-1	Figures to be out of the money again.

And the Winner is . . . _____ !!!

BROTHERHOOD OF SUPER-SALESMEN
OFFICIAL WILL FORM

Have I got a deal for you!

To prove that you're getting in on a good thing, just as you always did when I was alive, let's begin this Giant Estate Clearance by offering my valuable _____ my beloved _____. Please notice that this is no ordinary _____. It comes with a fully equipped _____, not to mention a Lifetime Warranty.

Also, we'll be clearing out my beautiful _____, which was so often admired by good ol' _____, and my stylishly fashioned _____, which I always hoped would eventually go to _____, God love him.

Now that I've departed, these fine quality, near-new items are being offered to the named recipients BELOW DEALER'S COST! This is a BUYING OPPORTUNITY you lucky beneficiaries CAN'T AFFORD TO MISS! So ACT QUICKLY by signing the purchase contracts handed to you by my honest Estate Executor.

(NO MONEY DOWN to Heirs with approved credit!)

_____

ASSOCIATION OF FRUMPY TEACHERS

FINAL WILL & EXAMINATION HANDED OUT BY MISS

INSTRUCTIONS

Sit up straight and pay attention to this Will. If you don't understand a bequest, go on to the next one. Anyone caught fidgeting gets disinherited.

1. The deceased owned ____ acres of land. She sold ____ percent of it to Farmer Jones, and is leaving the rest to her favorite nephew. How many acres will the nephew get?

2. The dearly departed is dividing her $____ worth of stocks and $____ worth of bonds equally among her ____ heirs. How much will each heir receive?

3. To her faithful companion of many years, ____, the deceased is leaving her furniture, including an ottoman and a credenza, and her jewelry, including a lavaliere and an amethyst brooch. Close your eyes and spell each of the items the faithful companion will receive.

4. Add up your scores. Those placing in the bottom third must stay after the Will reading and clap erasers.

Signed with beautiful penmanship by

_____

PLAY FUNERAL
SWEEPSTAKES!

WIN AN ESTATE WORTH OVER $_____!

SPONSORED BY
Lately-Departed Game Show Host

_____

RULES FOR PARTICIPATING MOURNERS

1. Finalists in the fun battle for top money shall consist of the three relatives at my funeral who are deemed to be the funniest looking.

2. As play begins, three closed caskets will be wheeled into the Slumber Room of the Mortuary. One casket contains the final remains of Yours Truly. One contains a pair of round-trip plane tickets to exotic _____. The third contains the Grand Prize, my entire estate in cash!

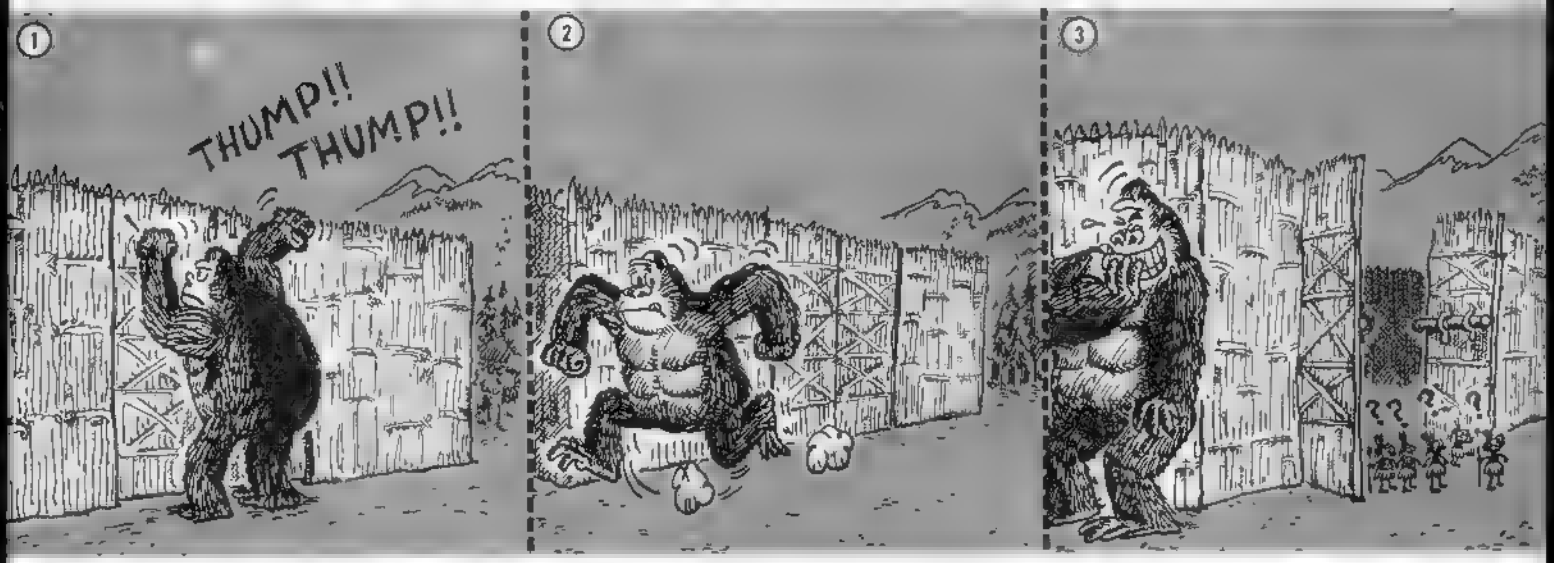
3. While Reverend _____ spins the giant Eulogy Wheel, each player will try to guess the number of trite cliches written into the Reverend's prepared text. The player coming closest gets first choice of caskets.

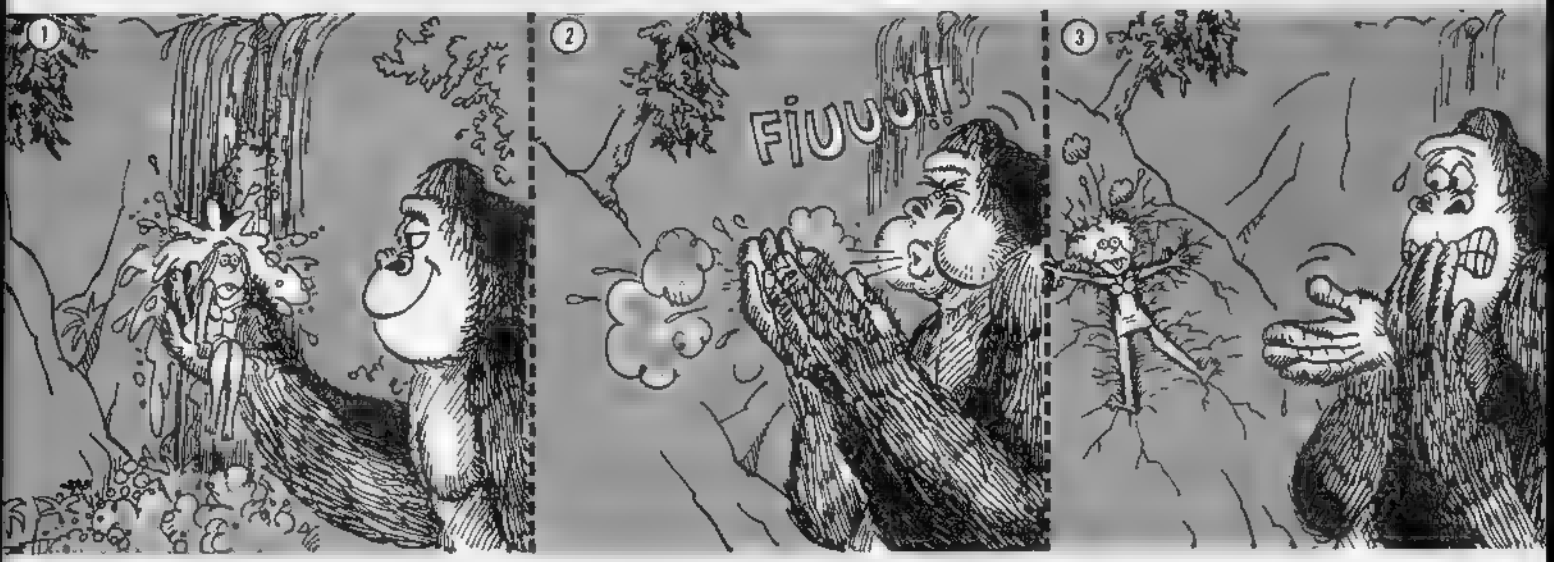
4. After the winners collect their prizes, the unlucky relative who has chosen the casket containing the deceased must fork over $_____ to pay for a cemetery plot, and to hire goons to whisk away Reverend _____ before he has a chance to deliver the eulogy.

_____

KONG-TWO DEPT.

A MAD LOOK





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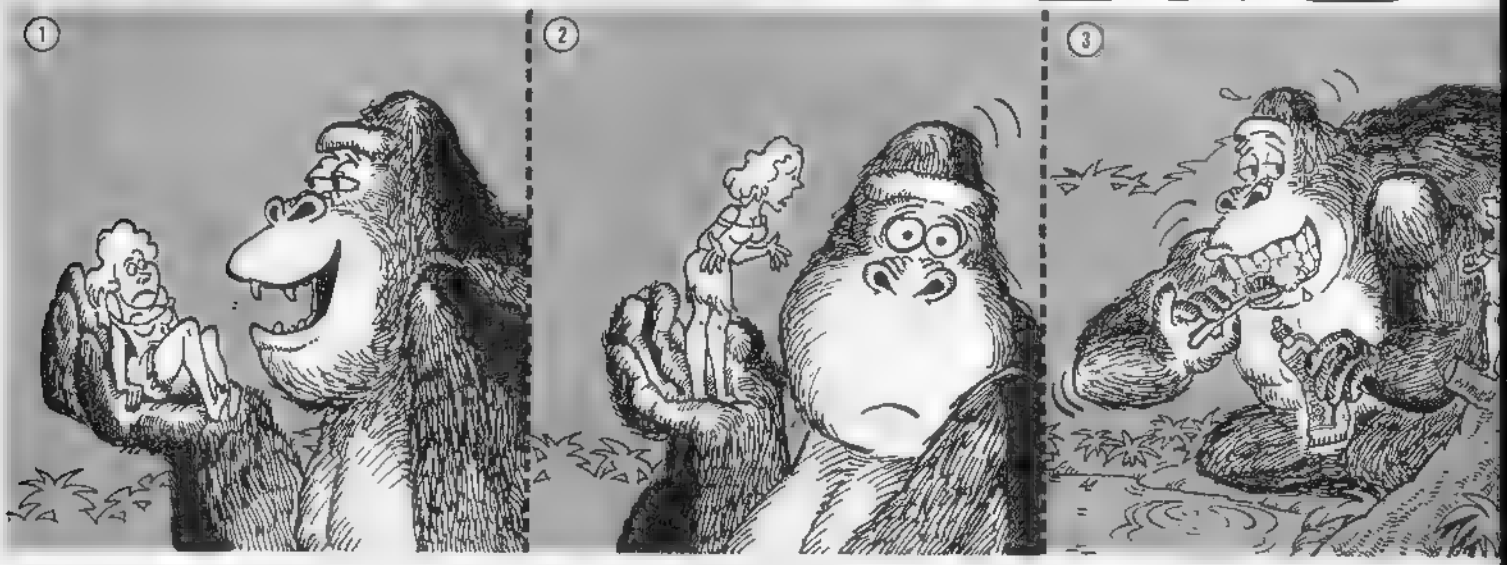
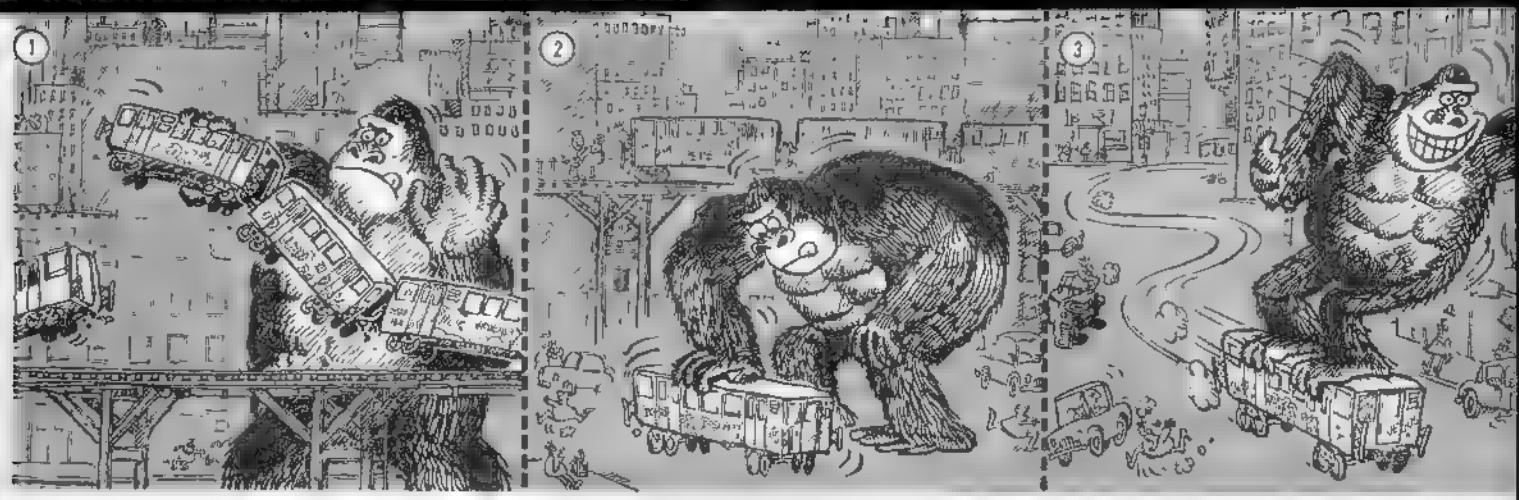
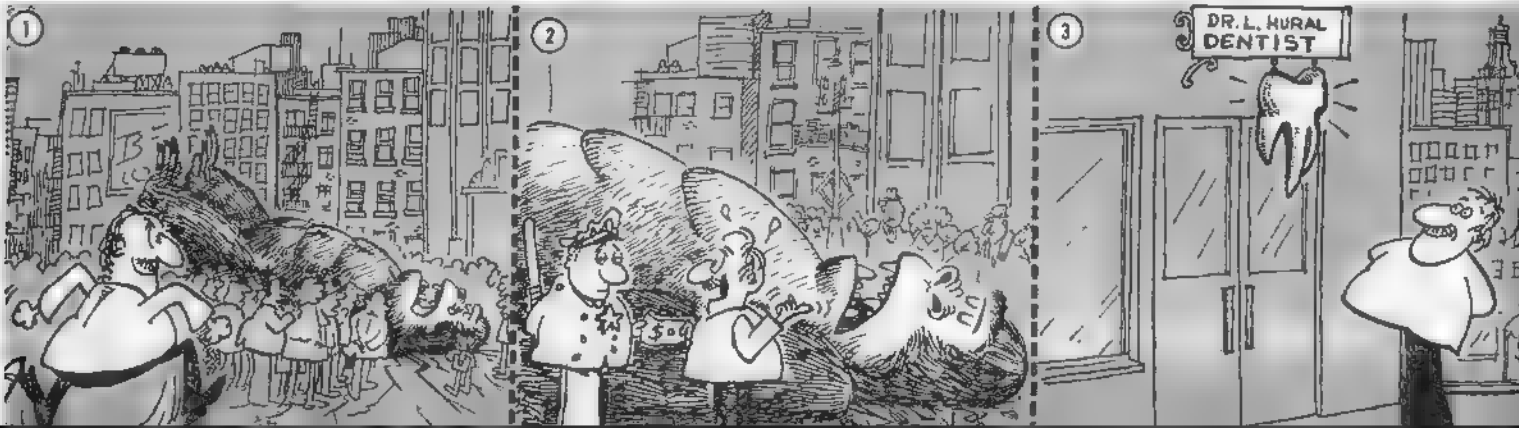


ARTIST & WRITER· SERGIO ARAGONES

USA TV
USA TV
USA TV

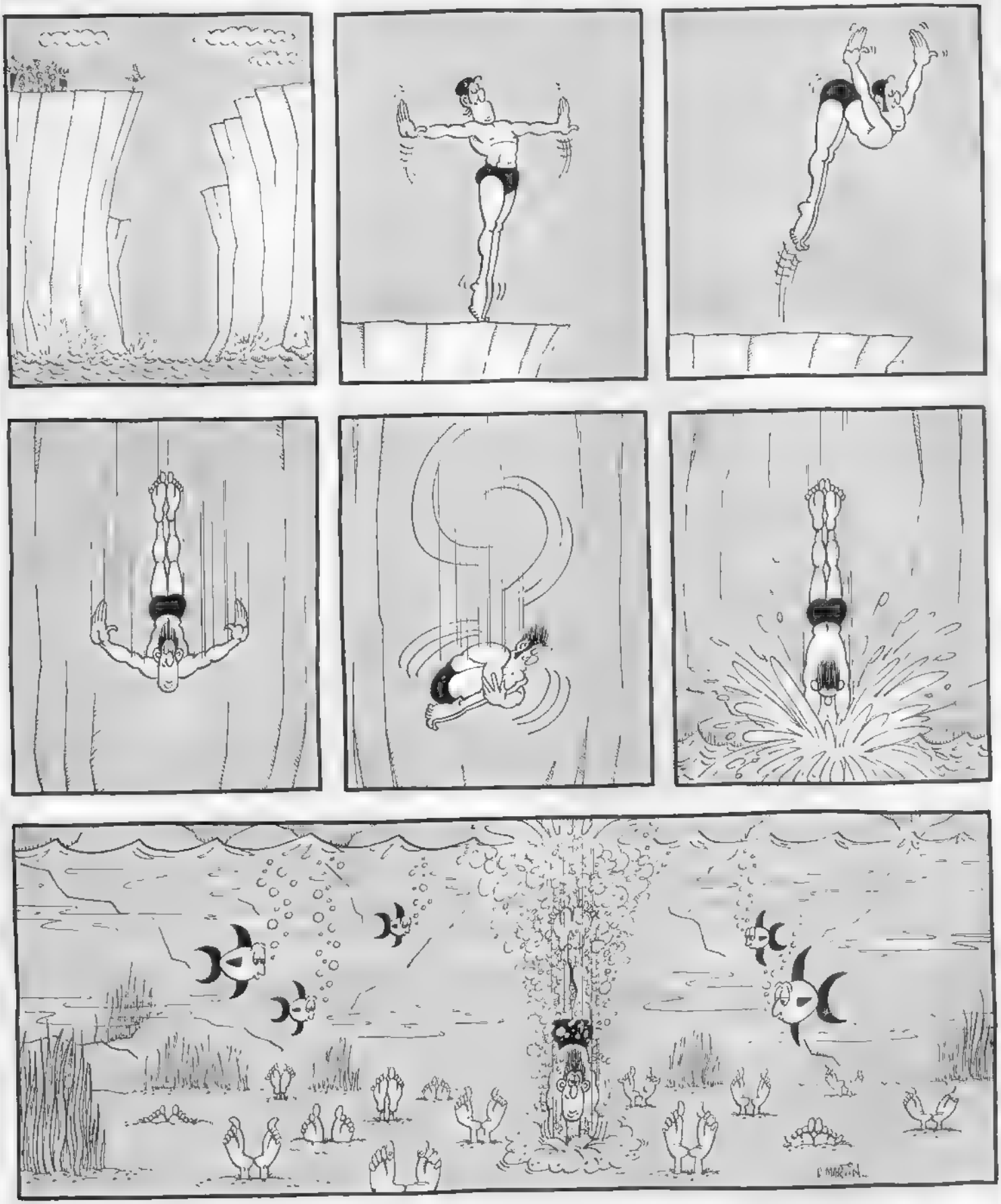


SIRENS!!
UUUUU!!
CLANG!!
NOISE
AJAX
NOVELTIES
STAURANT


DR. L. HURAL
DENTIST

DON MARTIN DEPT. PART II

ONE AFTERNOON IN ACAPULCO



ATHLETE'S FEAT DEPT.

Live . . . from the Professional Athlete's **favorite hangout** . . . the **vault** of the **Chase National Bank** . . . we bring you the **First Annual Presentation Ceremony** of

MAD'S ACADEMY AWARDS FOR JOCKS

ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE

As all true sports fans know, the **greatest acting** in the world does **not** take place on the **stage** or **movie screen,** but in the **arenas** and on the **playing fields** of our **great sports complexes!** For far too many years, these brilliant performances have gone **unrewarded!** But **tonight** . . . all that will **change!**

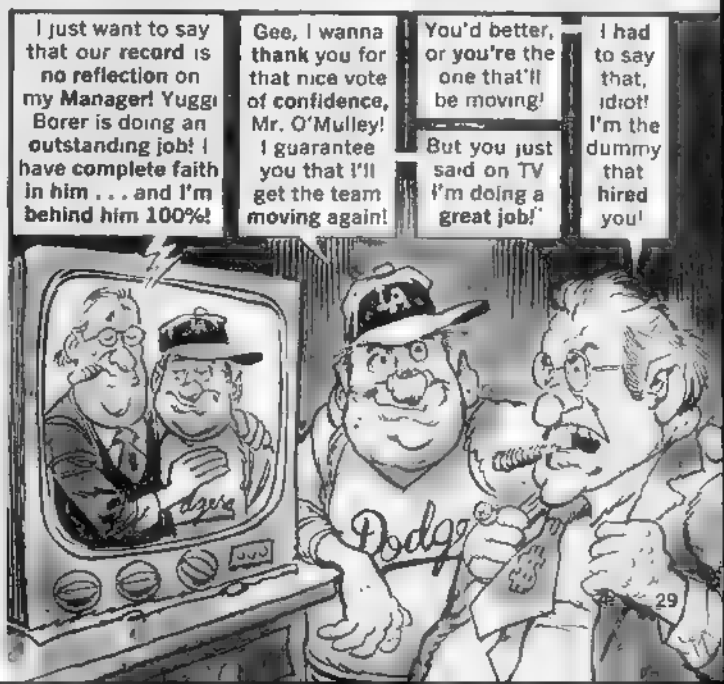
Tonight, we are gathered to **honor** these great stars by presenting this **solid gold statuette** . . . the **"Howie"** . . . for the **best performance** in **each sport!** So we invited all the **big names** in **sports** to **be** here tonight, and they **all** gave the **same reply—**

HOW MUCH DO I GET PAID?!?

And now . . . **on with the show!** May I have the **envelope,** please . . .

The first category is for **"Best Performance in Baseball."** The nominees are: **Billy Bluster,** Manager of the Yankees, for his inspired work in **"Ump, You're A Stupid @#$%&*!!"**

The second nominee is **Charlie O'Mulley** of the L.A. Dodgers for his outstanding performance in **"The Manager Has My Complete Confidence!"**



The third nominee is **Norman Pithant** of the Cincinnati Reds for his splendid portrayal in **"You Throw At Me Again An' I'm Gonna Shove This Bat Down Your Throat!"**

You **big stiff!** You almost **beaned** me! You ever throw near me like that **again** . . . I'm gonna **brain** you!

What are you **talking** about, you **creep!?** Why would I want to hit you!? That's the **only** way you could get on **base!!**

. . and the **winner** is **Norman Pithant!** Congratulations, Norm! I really admire your **courage,** challenging Lefty Blitzkrieg to a fight! He must outweigh you by a **hundred pounds** or more!

Well, I **knew** his teammates would **hold him back!** He's **much too valuable** to risk gettin' hurt in a **fight!** Otherwise, you wouldn't've heard a **peep** out of me!

The next category is for **"Best Performance In Basketball."** The first nominee is **Wilt 'The Stilt' Klutzz** for his touching performance in **"He Charged Me!!"** . . .

The second nominee is **LeRoy 'The Enforcer' Barndoor** for his heartrending rendition of **"Who . . . Me?!? Why, I Never Touched Him!"**

Hey, Ref! What **happened?** Did you **swallow your whistle?!?** Didn't you see the way he **charged** me?!?

Wilt, it's no foul when a guy **fakes you out** of your **Jockey Shorts!**

That's a **DELIBERATE FOUL . . . TWO SHOTS!**

Foul?? On who?!? ME?!? I **never touched** him!! He must've **SLIPPED!!**

If you never touched him, how come his teeth are **embedded** in your **elbow?!?**

The third nominee is **Bruce Splint** for his stirring **Cheer Leading** performance in **"Way To Go, Guys! Way To Go!"** . . .

C'mon, you guys! We can **still do it!** We're only **twenty-five points behind! Just hang in there!**

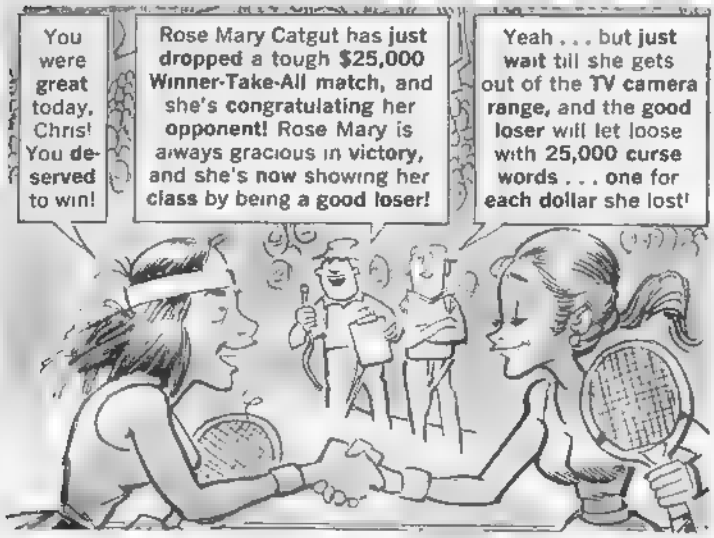
And the **winner** is . . . **Bruce Splint!** Congratulations, Bruce! It's **really great** the way you **cheer** your teammates on to victory! No matter **what the score,** you **never give up,** ch?!

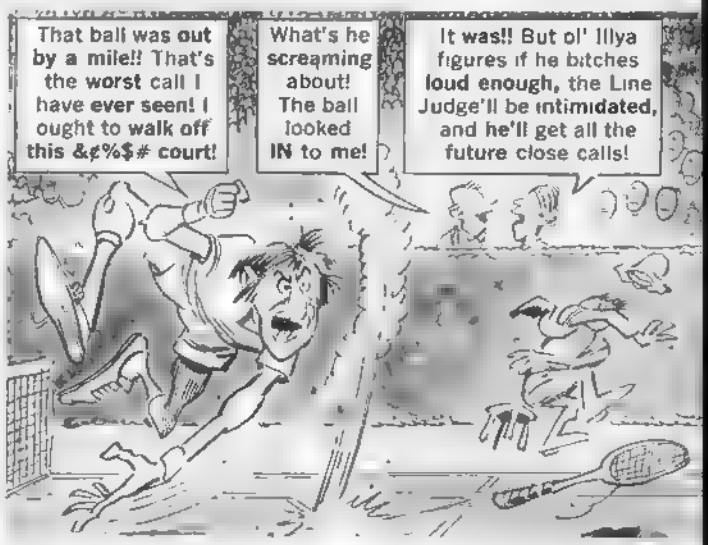
Well, **actually,** I don't care **WHO** wins the game!

I just **love** patting the fellas on their **fannies!**

The next category is for **"Best Performance In A Tennis Match"**. . . and the first nominee is **Rose Mary Catgut** for her compelling work in **"Look What A Good Loser I Am!"**. .

The second nominee is **Illya Nasty** for his magnificent temper tantrum in **"That Ball Was Out!"**

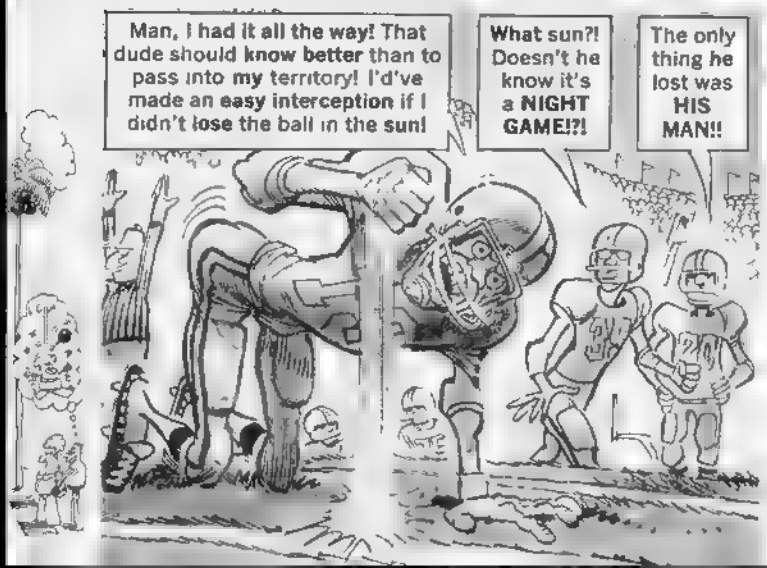


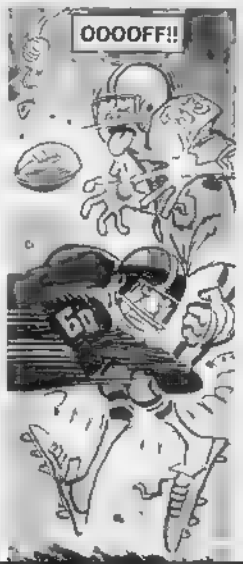


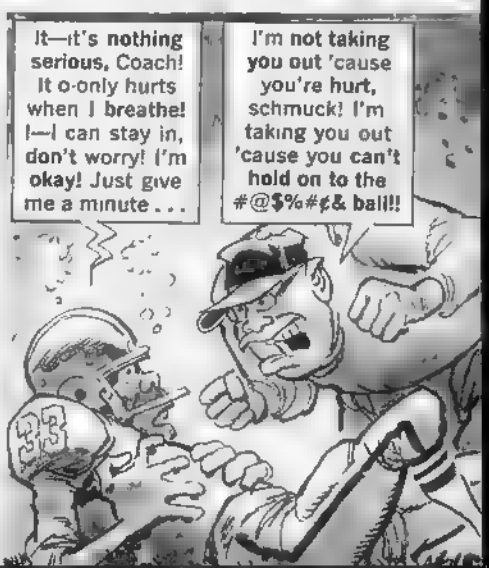
The third nominee is **Jimmy Connman** for his loveable performance in **"Look At Me, Everybody . . . Ain't I Cute?!?"**

The next category is for **"Best Performance In A Football Game."** The first nominee is **Claude Bigfoot** for his dynamic portrayal in **"Oh, Man . . . I Shoulda Intercepted That Mother!"**

The second nominee is **Bo-Bo Flanken** for his touching work in **"It's Only A Flesh Wound!"**







The third nominee is **Coach Weeb Mindblank** for his matchless performance in **"Yes, I'd Call That Exact Same Play Again!"**

Coach Mindblank, how come you didn't go for the **Field Goal?!** It would have given you the **lead** . . . with just about **two minutes** to play!

Yes, but a **TOUCHDOWN** would have put the game **out of reach!** And nine times out of ten, we'd have made it! It was a **good call,** and I'd do the **same thing again!**

. . . and the **winner** is **Coach Mindblank!** Our congratulations, Coach! I guess it took a lot of **guts** to make that call! It **could** have cost you your **job!!**

I wasn't worried! If I get **fired,** there's always **another** team that will **hire** me because they want a guy with **experience!** That's the way things are **done** in **Pro Sports!** Which is **why** you see so many of us Coaches **calling** stupid plays!

The last category is **"Best Performance In A Boxing Bout."** The first nominee is **Manager Angelo Zucchini** for his sensitive rendition of the popular **"We Waz Robbed"** act.

The second nominee is the **Champion himself . . . Muhammad Ali Washtup,** for his unbelievable performance in **"This Was One Of My Toughest Fights!"**

How can you take this fight **from us?! We won every round!** He never laid a **hand** on us! We **murdered** the bum! We won it **easy!** Man, this is a **bigger robbery** than the **Brinks job!**

You wanna talk about **robbery?!** How about **us poor suckers** who **PAID** to **SEE** this crummy fight?!?

Champ, you looked **slow** and **out of shape** tonight! It was lucky you had an **easy opponent!**

Easy?! That man was one of the **toughest guys I ever fought!** He gave me the **hardest fight** of my **career,** and he deserves **a return match! I know** the public is gonna **demand** to see us fight again, so I want to make it official **right now!** I'm gonna give him **another shot** at me!

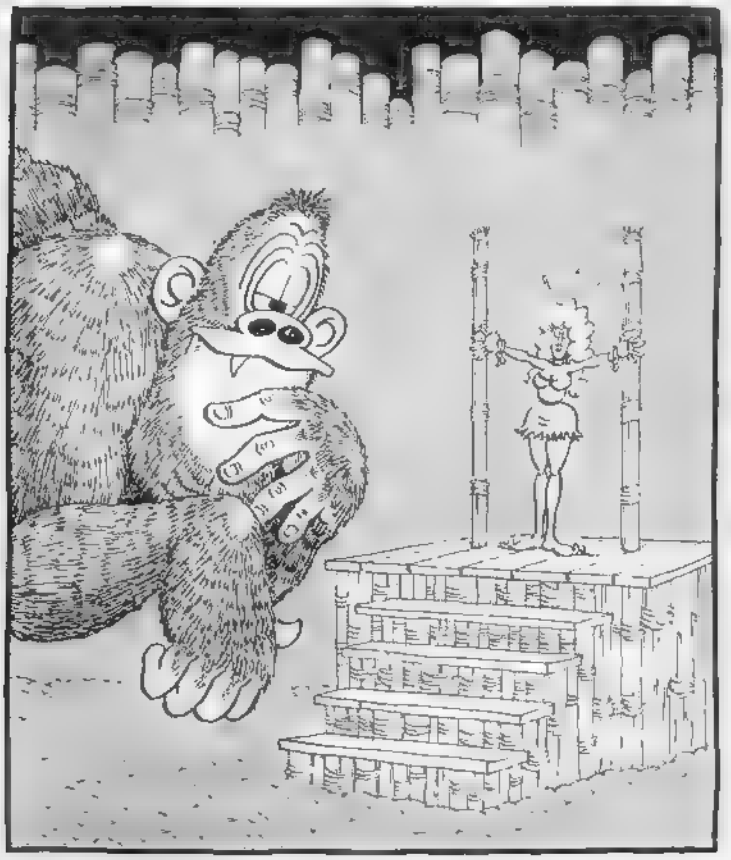
And the **winner** is **The Champ, Muhammad Ali Washtup!** Nice going, Champ! Are you **really** going to give The Bleeder a return match? He **didn't** win a **round!**

That's why I'm **giving** him another shot! Man, as long as the **TV networks** will pay me **millions** to fight **bums,** I'll **keep on fighting them!**

That wraps up **"MAD's First Annual Academy Awards For Jocks"!** We'll be back again **next** year . . . unless the **athletes** and their **agents** keep on making **outlandish salary demands,** and you **fans** out there finally get **fed up** paying **ridiculously high prices** for **tickets** . . . in **which** case, our next year's awards will be for **"Ex-Jocks Now Driving Trucks And Pumping Gas"!**

DON MARTIN DEPT. PART III

ONE NIGHT ON SKULL ISLAND



"SNOW" BIZ DEPT.

There's one thing that can be said about American advertising: It may confuse you, unnerve you, infuriate you or bore you . . . but it cannot flagrantly lie to you. That's because we have "Truth-In-Advertising" laws that prevent manufac-

WHEN "TRUTH-I LAWS APPLY T

ARTIST: BOB CLARKE

"INCREDIBLY CONCEIVED . . . A STIRRING ENDEAVOR . . . WELL DONE"

—The Hollywood Supporter

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version is taken is as follows:

"This picture is an incredibly conceived bungle which makes mish-mosh of a stirring endeavor in military history. As viewed by this critic, it comes across as nothing more than yesterdays well done goulash.")

"A MONUMENTAL UNDERTAKING . . . THIS MOVIE STANDS OUT . . . GREAT ACTING TALENT . . ."

—St. Louis Post Disgust

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version was taken is as follows:

"Sitting through this clinker proved to be a monumental undertaking. Sad to say, this movie stands out as a glaring example of the waste of supposedly great acting talent on a script that is truly awful.")

STARRING

CHARLTON HESTON

who always demands star billing even though he only makes a cameo appearance that lasts for 30 seconds or so, which means that the film actually features

MAX BANGHORN, LILY THWANK, HOBART STAFFLE, CLAUDE RUMLY & EDITH BLUX as The B-17

ONE OF THE YEAR'S BEST EROTICA FEATURETTES[1]

Starring All Your Favorites from Our Porno Classic, "Clutched Throat"[3] [2]

Rated XXX Absolutely No One Under 18 Admitted[4]

"WILD TEEN-AGE MASSEUSES"[5]

FILMED IN PORNO-VISION[6]

A TOUCHING MOVIE EXPERIENCE YOU'LL NEVER FORGET[7]

IN COMPLIANCE WITH THE MOVIE "TRUTH-IN-ADVERTISING" LAW, THE FOLLOWING MANDATORY FOOTNOTES TO THIS AD ARE PRESENTED

1. "Erotica Featurette" is the term used to describe any dirty movie that runs for less than 20 minutes and doesn't have a shred of plot.
2. The attractive model featured here does not appear in the movie. The girls in the movie are all much fatter, more ugly and have acne.
3. This includes the man who wears the black socks to bed, the woman with the tattoo and the sweaty guy who portrays the hotel desk clerk.
4. Unless he can come up with enough money for an admission ticket.
5. The average age of the girls is 38, but all are former teenagers.
6. "Porno Vision" is a catchy name to describe grainy black & white.
7. Getting touched for $8 to sit on a broken folding chair and watch this movie is, we think, an experience that no one could ever forget.

turers from making wild claims of excellence for worthless junk. But one huge industry remains that can still legally run false and misleading ads to palm off defective products on unsuspecting clods. MAD envisions that great day . . .

N-ADVERTISING" O MOVIE ADS

WRITER: TOM KOCH

THE YEAR'S MOST SHOCKING FILM!

(But only in the opinion of the Producer and the Director who were both shocked because they thought it would turn out much better than it did.)

SEE IT FROM THE BEGINNING!

(That's because those who enter the theater after it starts risk being trampled by the angry people storming out to demand their money back.)

YOU'LL WANT TO TELL YOUR FRIENDS!

(What are friends for, if not to tip each other off about these bombs?)

OVERWHELMING IN ITS POWER!

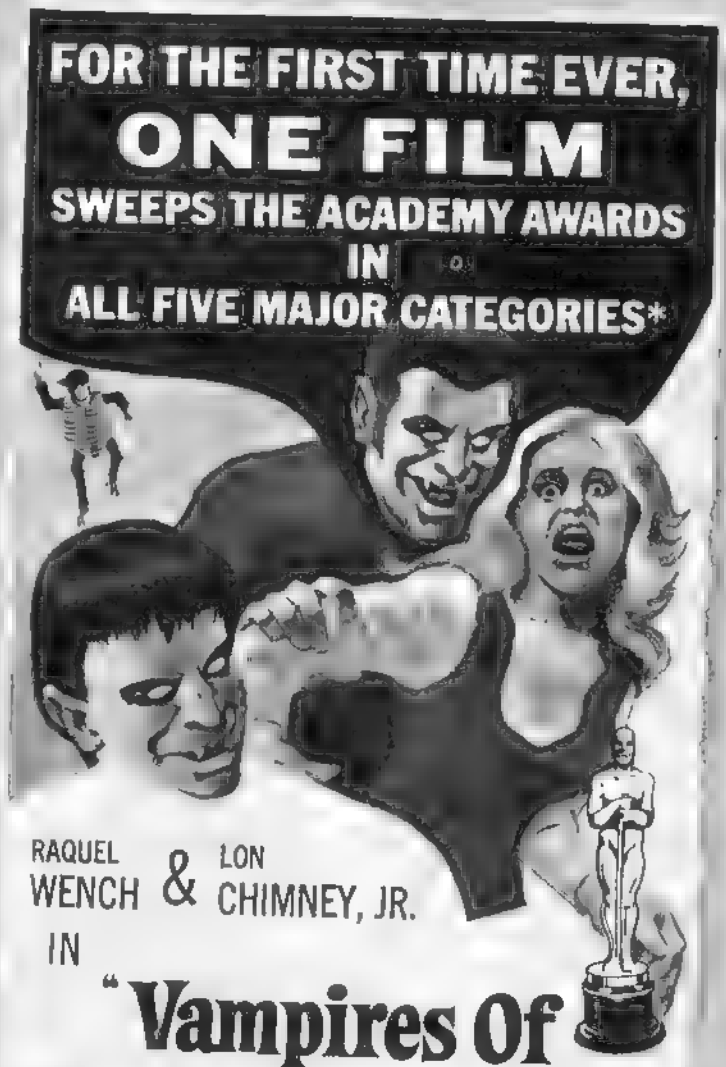
(Comparison tests prove that only tainted fish washed down with Scotch and Root Beer can make you throw up as violently as this picture will.)

"The Bad Scene"

STARRING

NUMEROUS PROFESSIONALS WHO'VE ASKED THAT THEIR NAMES NOT BE MENTIONED

THIS AD HAS BEEN PREPARED TO ITS SEVERAL COMPLIANCE WITH THE MOTION PICTURE TRUTH IN ADVERTISING LAW



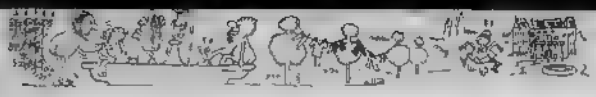
RAQUEL WENCH & LON CHIMNEY, JR.

IN

"Vampires Of The Roller Derby"

*Truthfully, we had to convince ourselves that "Best Picture" and "Best Actor" are just MINOR Academy Awards before we became certain that we had swept all of the MAJOR categories by winning these five:

1. Best Sound Effects In A Mob Scene Of Three People
2. Best Film Splicing Done With Ordinary Scotch Tape
3. Best Foreign Sub-Titles For Overseas Distribution
4. Best Costumes On A Budget Of Less Than $1000.00
5. Best Mimeographing Of A Feature Length Film Script

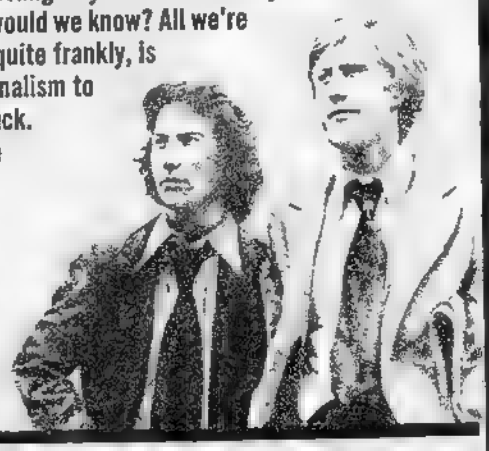


WAS WATERGATE A PLOT TO DESTROY AMERICA?

WERE DEMENTED MANIACS RUNNING OUR COUNTRY?

In all honesty, the Producers of this film don't think so. But then, sitting way out here in Hollywood, how the heck would we know? All we're interested in, quite frankly, is using sensationalism to make a fast buck. So if you'd like to help us achieve our goal...

YOU MUST SEE THIS MOTION PICTURE!



H. R. REDFORD / G. DUSTIN HOFFMAN

"ALL THE WHITE HOUSE FLUNKIES"

WITH E. JASON ROBARDS as E. HOWARD HUNT

NOTE: THE MINOR PARENTHETICAL INSERTIONS IN THIS AD WERE MADE BY OUR CLEAN CUT, PATRIOTIC EXECUTIVES AT WALT DIZZY PRODUCTIONS TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW. NOW, WE URGE YOU TO EXERCISE YOUR RIGHTS AS AMERICANS BY REFUSING TO READ THESE INSERTS WHICH THE #$%@ @#$! WASHINGTON BUREAUCRATS ARE FORCING US TO RAM DOWN YOUR THROATS.

FUN FOR THE WHOLE FAMILY!

(Assuming everyone in your family is under the age of 5)

YOU WILL LAUGH OUT LOUD!

(If you're the type that normally laughs out loud at the mere sight of a tousle-haired freckle-faced child actor)

MORE AMUSING THAN "FANTASIA"!

(Which we feel safe in saying because most of you are too young to remember that "Fantasia" wasn't at all amusing)

DONE AS ONLY DIZZY CAN DO IT!

(Unless you realize that other studios certainly could do it the way we do if they chose to drop down to our level)

"SCRUFFY AND THE FLASHER"

The Touching Story Of A Boy And His Turtle

STARRING:

SOME CHILD ACTOR WHO WILL EXPERIENCE A METEORIC RISE TO STARDOM, FOLLOWED BY A METEORIC FALL TO OBLIVION

&

SOME OVER-THE-HILL STAB WE RESURRECTED FOR THIS BOMB BECAUSE HE COULD BE HAD CHEAP

THE FOLLOWING REVIEW STATEMENTS APPEAR IN FULL SOLELY TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW, AND DO NOT REPRESENT THE TRUE FEELINGS OF THE PRODUCER, DIRECTOR OR ANYONE ELSE OF IMPORTANCE AT THE STUDIO!

"THE FUNNIEST WESTERN EVER MADE was "Blazing Saddles." Too bad Hollywood couldn't stop right there before spawning this junk!" Pittsburgh Beacon-Scimitar

"YOU WILL FALL DOWN LAUGHING when you stop to think that this feeble effort is being palmed off as a Reserved Seat Spectacular with an All-Star Cast!" Milwaukee Beacon-Scimitar

"IT'S ABSOLUTE HILARIOUS INSANITY for any studio to sink a bundle into a production as terrible as this one!" Omaha Beacon-Scimitar

"IT'S A WILD, WILD, WILD, WILD WEST"

Starring (in alphabetical order)

ADAM ADAMS • DON ADAMS • EDIE ADAMS • JOHN QUINCY ADAMS • CANNONBALL ADDERLY • JACK ALBERTSON • MAUDE ADAMS • ALAN YOUNG • GIG YOUNG • LORETTA YOUNG • CAROL ANNE YOUNG ROBERT YOUNG • HENNY YOUNGMAN • ELMER ZILCH • EFREM ZIMBALIST, JR. • NORMA ZIMMER

The big new craze these days is CB Radio, and if you're traveling on a highway, you're likely to hear strange conversations like this one:

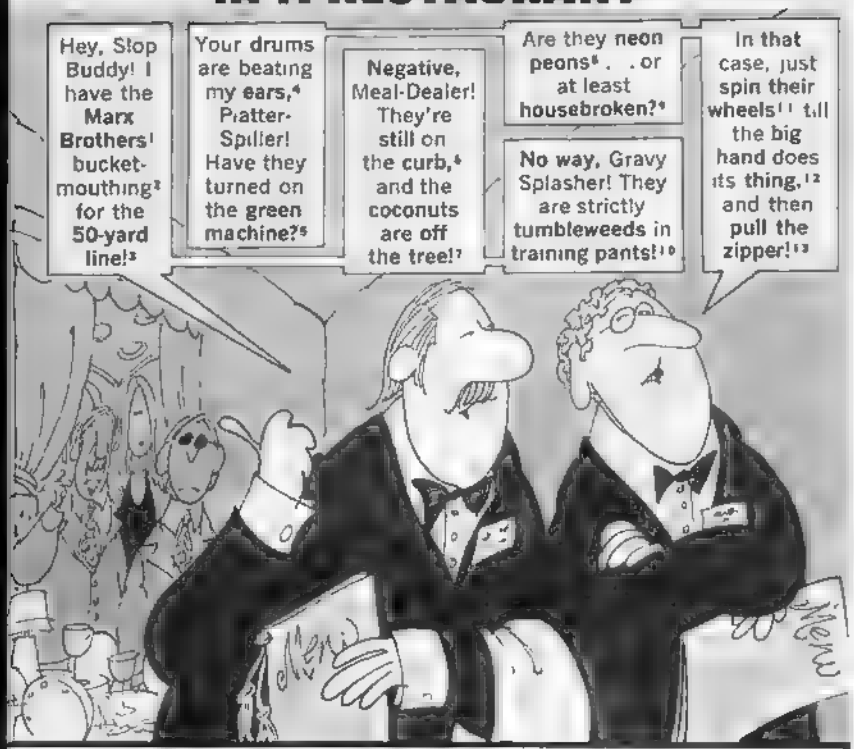
1. Truck-Driver
2. Talk to me
3. I'm called "Crazy Ken"
4. Chicago
5. Police location report
6. Lots of Police with Radar
7. Last town
8. Patrol car stopped
9. The coast is clear
10. Go full speed
11. Good news
12. Speeding up
13. Driving 75 mph
14. Talking
15. An unmarked patrol car
16. With its own CB Radio
17. Dum-dum
18. You're getting a summons

Yessiree, the CB Radio crowd has a language all its own, which started out as a kind of code so that non-CB people wouldn't know what in heck they were talking about. And that got us to wondering what it would be like if people in other walks of life started using CB-type lingo as their own kind of code. And that brought us to this article, called—

WHEN CB-TYPE CODE LANGUAGE IS USED IN OTHER WALKS OF LIFE

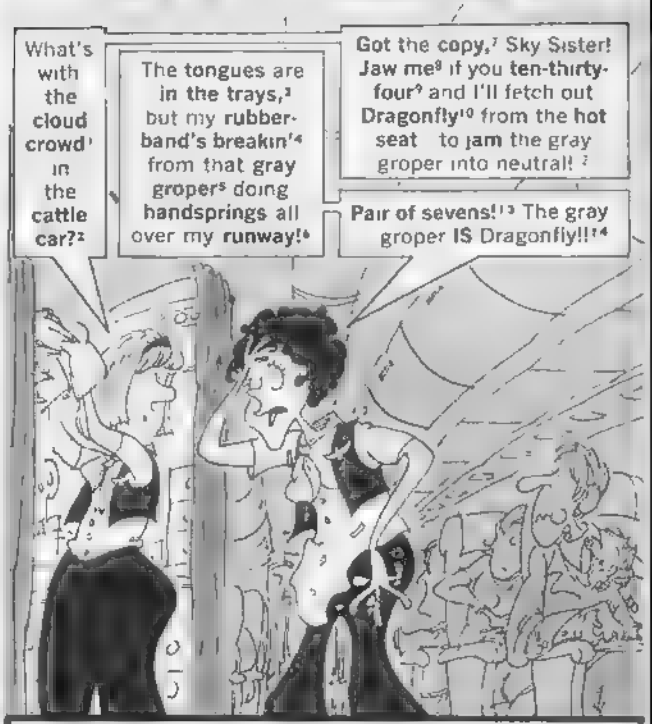
ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS

IN A RESTAURANT



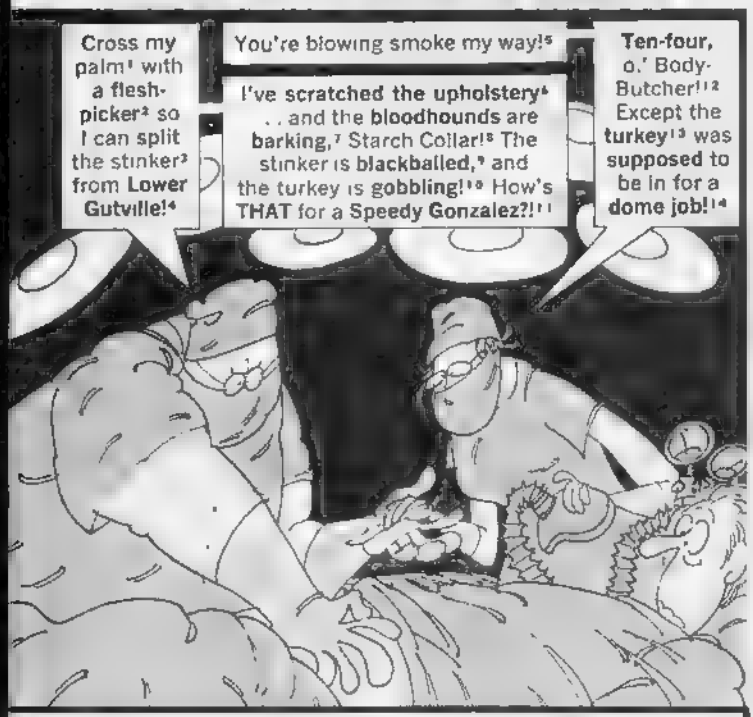
1. A party of three
2. Requesting
3. A good table
4. I hear you
5. Have they slipped you any money?
6. They haven't come across yet
7. My palm is still empty
8. Celebrities
9. Regular customers
10. Tourists here for the first time
11. Make them wait
12. For an hour
13. Tell them that we're closing.

ON A JET AIRLINER



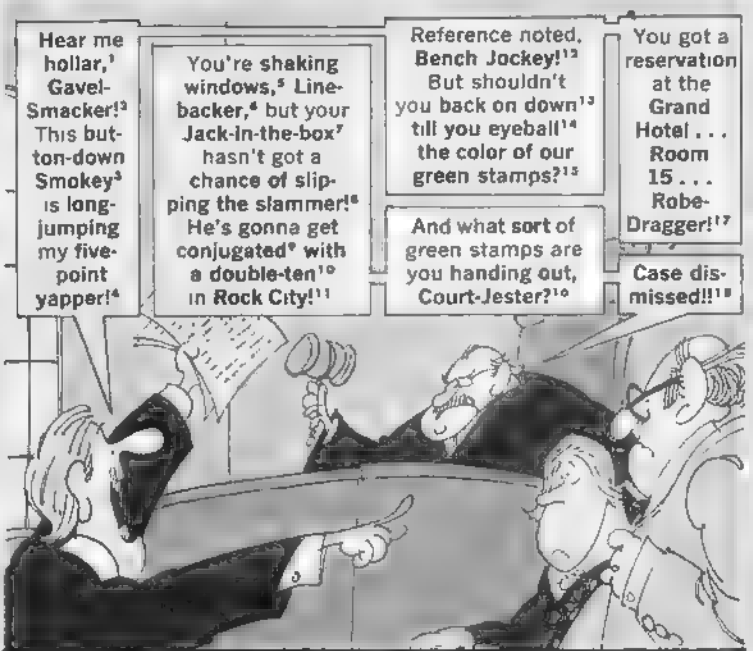
1. Passengers
2. Tourist section
3. They're having dinner
4. I'm losing my patience
5. Dirty old man
6. Pawing my body
7. I hear you
8. Let me know
9. Need help
10. The pilot
11. The cockpit
12. Get rid of that dirty old man
13. No dice
14. The dirty old man IS the pilot

IN THE OPERATING ROOM



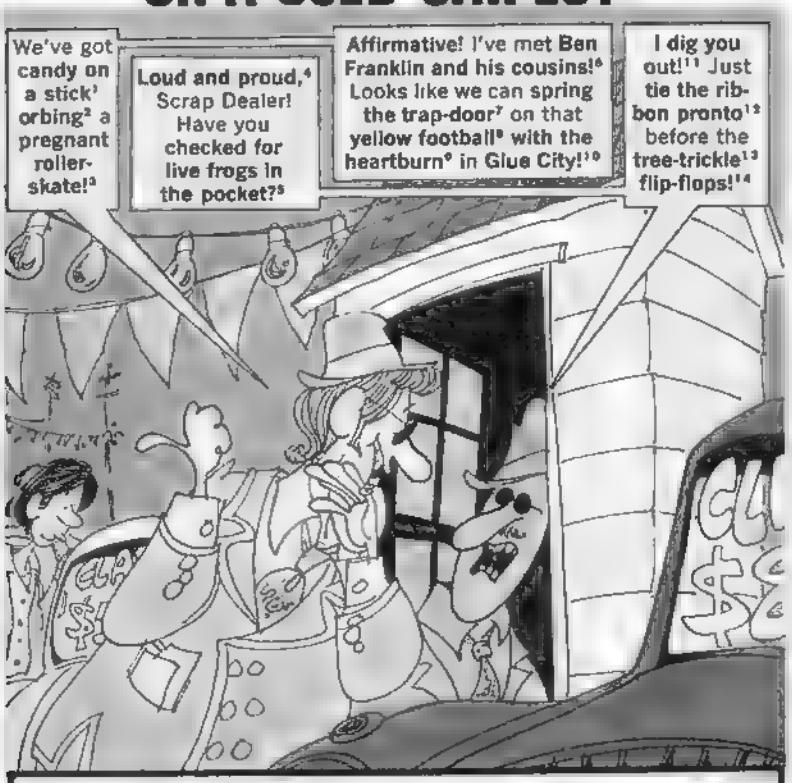
1. Hand me
2. A scalpel
3. Remove the appendix
4. The abdomen
5. I understand
6. Made the incision
7. I've located the problem
8. Nurse
9. The appendix has been removed
10. The patient is breathing
11. Quick operation
12. Okay, Doctor
13. The patient
14. Brain surgery

IN THE COURTROOM



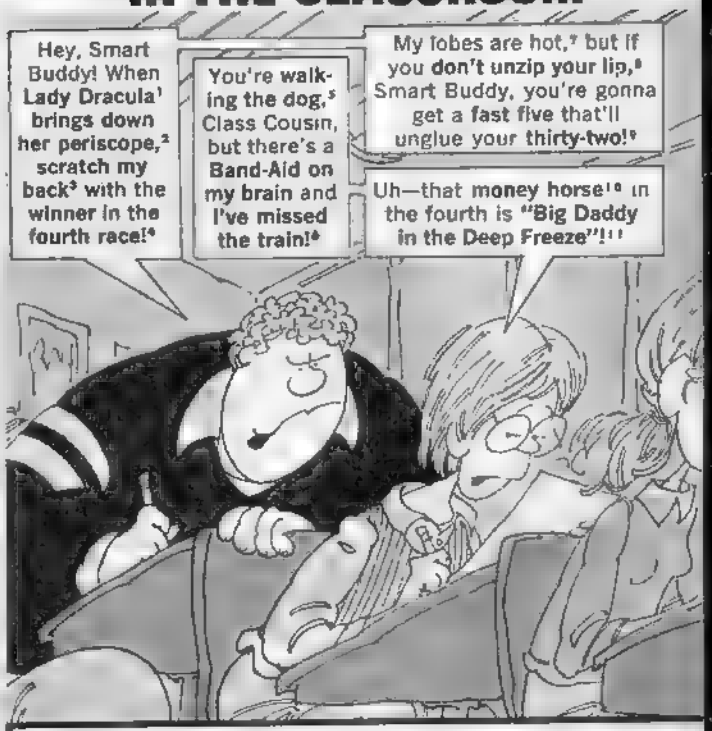
1. I object
2. Your Honor
3. The District Attorney
4. Leading my star witness
5. I hear you
6. Counsellor
7. Your client
8. Avoiding prison
9. Sentenced
10. Twenty years
11. The State Penitentiary
12. I hear you, Your Honor
13. Wait
14. See
15. How big our bribe is
16. How much is the bribe, Counsellor?
17. $15,000, Your Honor
18. I accept

ON A USED-CAR LOT



1. A sucker
2. Looking at
3. Volkswagen
4. I hear you
5. Cash
6. He's loaded with $100 bills
7. Get rid of
8. That lemon
9. Bad transmission
10. We're stuck with
11. I understand
12. Make the sale fast
13. Before the sap
14. Changes his mind

IN THE CLASSROOM

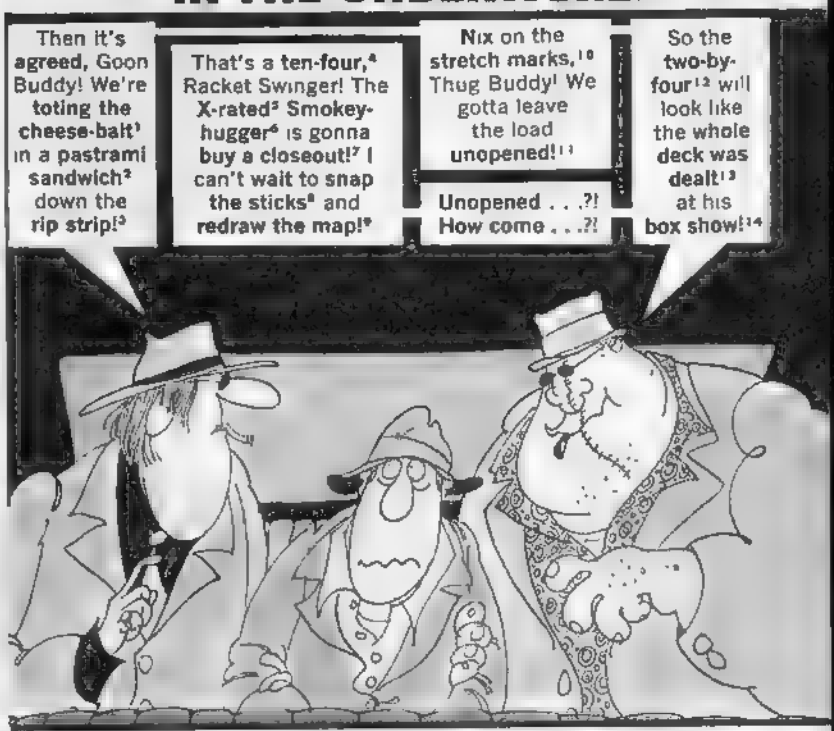


1. The teacher
2. Isn't looking
3. Let me know
4. The answer to the fourth question
5. Coming in clear
6. I don't know the answer myself
7. I hear you
8. Start talking
9. Punch in the mouth
10. Correct answer to the fourth question
11. Washington at Valley Forge

AT A PARTY

1. Single guy
2. Looking at
3. Your body
4. What's he look like?
5. Woman-friend
6. Bald
7. With bifocals
8. And a tooth missing
9. Wearing a suit from the '50's
10. With a tie that doesn't match
11. A pot belly
12. Invite him over
13. Husband

IN THE UNDERWORLD



1. Taking the rat
2. Sitting between us
3. For a ride
4. I hear you
5. Double-crossing
6. Cop-lover
7. Have an accident
8. Break his bones
9. Carve up his face
10. No rough stuff
11. His body unmarked
12. Stiff
13. He died of natural causes
14. At his funeral

PARITY BEGINS AT HOME DEPT.

For years, the Federal Government has been shelling out heaps of money to farmers for not growing unneeded crops like wheat or corn or alfalfa. Now, we may not agree with this practice when it comes to food, but we feel the

GOVERNMENT CHECKS F

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.
United States Treasury
OFFICE OF POPULATION CONTROL

Check No. 85,550,701
SYMBOL 3003

MONTH	DAY	YEAR
04	21	77

PAY TO THE ORDER OF Bruce and Carolyn Flench
EXACTLY 94 DOLLARS AND 83 CENTS

DOLLARS	CTS
$ 94	83

FOR Giving birth to no additional children during the period of January through December, 1976, thus easing our national over-population crisis. Amount includes extra payment of $12.17 awarded as bonus for Bruce's grandfather, Ezra, who kicked off June 22.

Syd Mangwitz
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.
United States Treasury
Office Of Unemployment And Welfare Abuse

Check No. 85,550,703
SYMBOL 3005

MONTH	DAY	YEAR
06	21	77

PAY TO THE ORDER OF Dwight H. Freen
EXACTLY 25 DOLLARS AND NO CENTS

DOLLARS	CTS
$25	00

FOR Not leaving home, although 27 years of age, and continuing to live off parents, thus not becoming one more welfare case and requiring far greater Government assistance caused by payee's lack of ambition and inability to hold down any job no matter how menial, non-thinking and unskilled it might be.

Joe House
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF JUSTICE
Violent Crime Division

Check No. 85,550,705
SYMBOL 3007

MONTH	DAY	YEAR
01	28	77

PAY TO THE ORDER OF Ozzie and Floyd Dreggs
EXACTLY 119 DOLLARS AND 43 CENTS

DOLLARS	CTS
$119	43

FOR Having committed no muggings, armed robberies, rapes or assaults with a deadly weapon during the month of June, 1976, despite having been kicked around by society a lot and not having a decent place to hang out on Saturday nights.

A. E. Neuman
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . REQUIRE IDENTIFICATION

concept is fine: To pay people for not doing certain things. In other words, the Government should quit paying farmers, but apply the "subsidy" idea to people in other problem areas. Then we'd be seeing these really necessary—

OR NOT DOING ANYTHING

WRITERS: FRANK JACOBS AND ELAINE DUNN

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR RECIPIENT ... REQUIRE IDENTIFICATION

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF COMMERCE
Balance Of Trade Division

Check No. 85,550,702
SYMBOL 3004

MONTH	DAY	YEAR
05	12	77

PAY TO THE ORDER OF Myran Gribbish and Family

EXACTLY 77 DOLLARS AND 41 CENTS

DOLLARS	CTS
$77	41

FOR Not purchasing Sony Color TV, Peugeot automobile, or any other foreign-made product, thus preserving balance of trade. Amount includes Hardship Bonus of $31.65 to cover exasperation and disgust caused by sloppy performance and extreme breakdown level of American-made products purchased grudgingly by payee.

A. E. Neuman
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR RECIPIENT ... REQUIRE IDENTIFICATION

WASHINGTON, D.C.
United States Treasury
Department of Urban Environment Control
Street And Sidewalk Division

Check No. 85,550,704
SYMBOL 3006

MONTH	DAY	YEAR
02	13	77

PAY TO THE ORDER OF Maxine McChesney

EXACTLY 54 DOLLARS AND 96 CENTS

DOLLARS	CTS
$54	96

FOR No longer possessing Great Dane named Thor, thus eliminating unsightly, smelly, icky pile twice a day in street or, on occasions when Thor lost control, on sidewalk or on front stoop, and also thus adding to length of life of young birch tree growing near curb and previously endangered, also twice a day, by Thor's raised-leg flooding.

Mel Haney
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR RECIPIENT ... REQUIRE IDENTIFICATION

WASHINGTON, D.C.
United States Treasury
THE WHITE HOUSE
Office Of The Press Secretary

Check No. 85,550,706
SYMBOL 3008

MONTH	DAY	YEAR
07	19	77

PAY TO THE ORDER OF The National Broadcasting Company

EXACTLY 15,000 DOLLARS AND NO CENTS

DOLLARS	CTS
$15,000	00

FOR Not airing, on any of its affiliated stations, the June 14, 1976, press conference of the President of the United States, in which he fumbled nine questions, four of them totally, and otherwise fumfeted, contradicted himself and showed a colossal ignorance of almost every vital issue of the day.

Mel Haney
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . . . REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF LABOR
Building Construction Division

Check No. 85,550,707
SYMBOL 3009

MONTH	DAY	YEAR
03	30	77

DOLLARS	CTS
$175	18

PAY TO THE ORDER OF Francine LaFleur

EXACTLY 175 DOLLARS AND 18 CENTS

FOR Not walking by construction sites during working hours, thereby removing temptation of laborers to halt work and leer and whistle at her fabulous body, thus saving 36 man-hours per week, not to mention injuries to high beam workers losing concentration and balance while gaping downward at her incredible cleavage.

Syd Mangwitz
REGIONAL DISBURSING OFFICER

FISCAL SERVICE
DIVISION OF
DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . . . REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF STATE
Diplomacy Division

Check No. 85,550,708
SYMBOL 3010

MONTH	DAY	YEAR
12	25	77

DOLLARS	CTS
$517	47

PAY TO THE ORDER OF Lester and Wanda Wiltfang

EXACTLY 517 DOLLARS AND 47 CENTS

FOR Not taking their trip to Europe, thus preventing anti-American feeling caused by their boorish behavior, their reactions of loud disgust to any European not speaking English, and their obnoxious complaints about not being able to order a Big Mac with French Fries and a Malted Milk in Barcelona.

Joe House
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . . . REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF THE INTERIOR
Power Conservation Division

Check No. 85,550,709
SYMBOL 3011

MONTH	DAY	YEAR
10	12	77

DOLLARS	CTS
$ 77	21

PAY TO THE ORDER OF Edgar Entwhistle and Family

EXACTLY 77 DOLLARS AND 21 CENTS

FOR Not erecting their planned spectacular Christmas display, consisting of an illuminated Santa Claus and reindeer on their roof and a 50 000-watt Nativity Scene on their front lawn, thus conserving electricity and not giving their neighbors the incentive to outdo them with even more lavish, illuminated displays, thus conserving even more electricity and preventing a possible blackout of the entire city.

Mel Haney
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSER . . . REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury

DEPARTMENT OF JUSTICE
Anti-Riot Division

Check No. 85,550,710
SYMBOL 3012

MONTH	DAY	YEAR
11	14	77

DOLLARS	CTS
$307	80

PAY TO THE ORDER OF Philo Muldoon

EXACTLY 307 DOLLARS AND 80 CENTS

FOR Not fomenting any student riot during Sophomore year at Berkeley campus, 1975-76, thus eliminating need of intervention by local police, state militia and National Guard and allowing students to devote energies to rooting for football team, making out and, infrequently, studying.

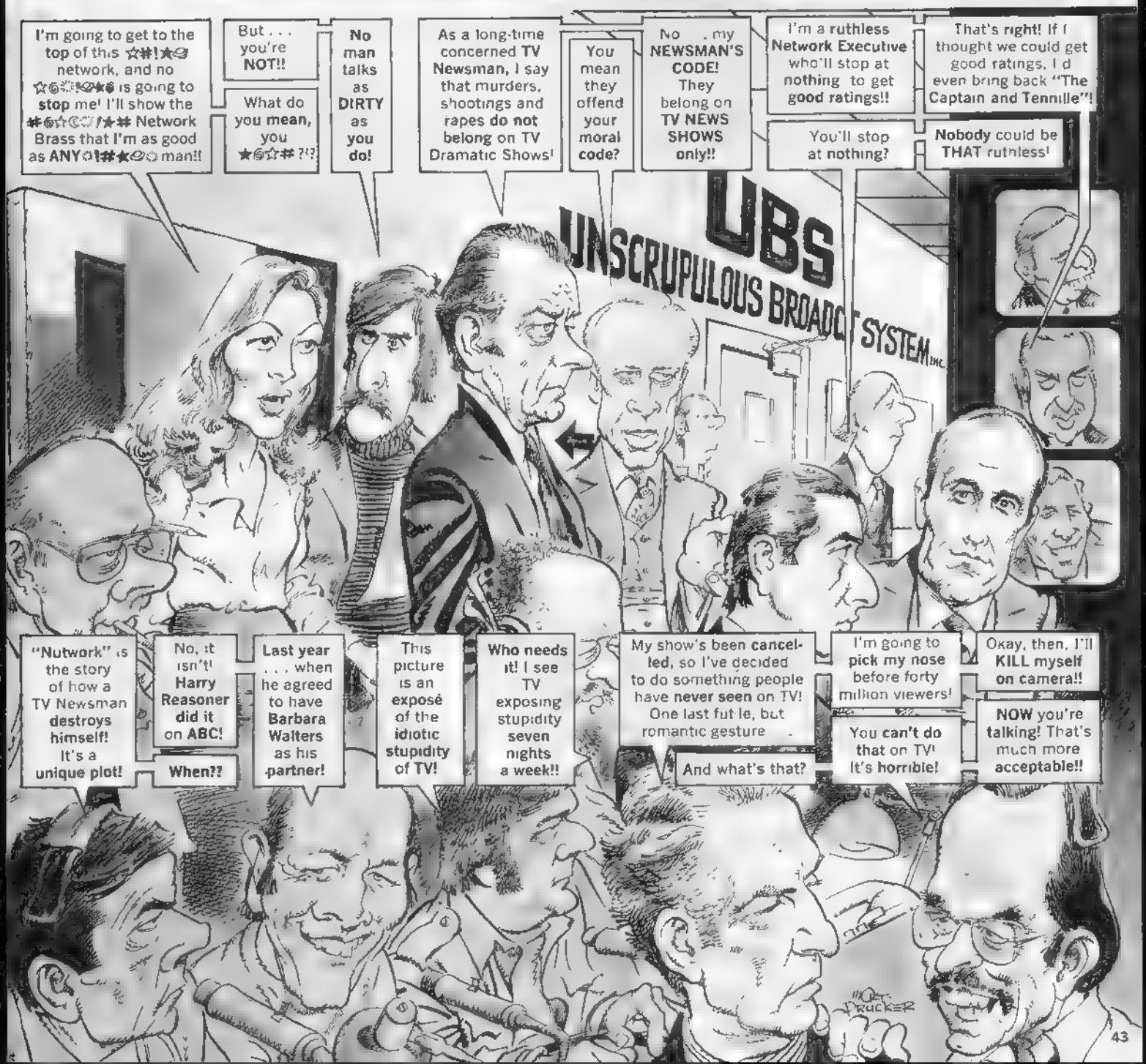
A. E. Neuman
REGIONAL DISBURSING OFFICER

TELE LIKE IT IS! DEPT.

As if you don't see enough TV on TV, now you can go to the movies and see movies about TV. So stay home, turn off your boob tube, and read this satire instead. It won't do much for you, but it'll save you an admission price and some electricity.

NUTWORK

ARTIST: MORT DRUCKER WRITER: STAN HART



These days, the Networks only want PRETTY BOYS to sit there and read the news off idiot cards! It's not like the great OLD DAYS, when they had JOURNALISTS like us sit there and read the news off idiot cards!

You're just experiencing a depression, Harrowed! Give it time and you'll come out of it! I remember a depression I had back in 1945 . . .

When did you come out of it?

Last Friday!

Okay, here's the line-up for tonight's news show! We've got two-minutes on the sexual assault of a 93-year-old woman, six minutes on a tiger tearing a little girl's arm off, and three minutes of a mother who just found out that all of her kids perished in a school fire!

Only three minutes? We need two more!

No sweat! We get the Mother to sing the school song!

That still leaves us a minute short!

Just enough time for Harrowed Bile to shoot himself on camera!

Impossible! We CAN'T let Harrowed Bile SHOOT HIMSELF!!

But he WANTS to die!

Tell him to swallow a slow poison that takes thirteen weeks to work!

Why THIRTEEN WEEKS?!?

That way, we might get a SERIES out of it!

Folks . . . I'm old, and a drunkard! My wife is dead, and my children hate me! I haven't got a dime to my name, and I've just been fired! So, I am going to kill myself on this show tomorrow!

No! No! You can't do it!

Why not?

Because you have so much to LIVE for!

We need a HIT SHOW, or this ⊘#⊕☆ Network is FINISHED! Somehow, our shows always seem to miss!

You mean like "Little House On The Rockies" or "The Two Million Dollar Man" or "Happy Years"!

You bet your !#★⊘ We need something that will make a frustrated public ANGRY!

We could bring back "Bridget Loves Bernie"!

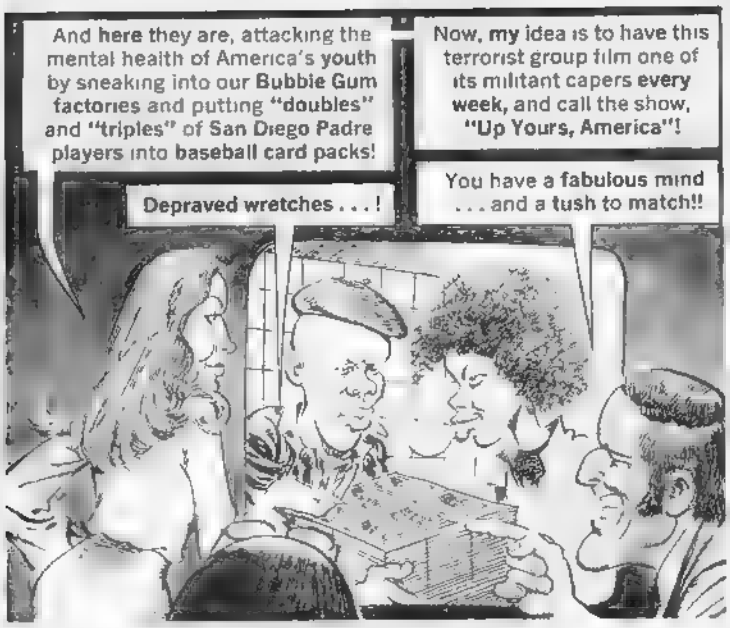
Not THAT Angry!

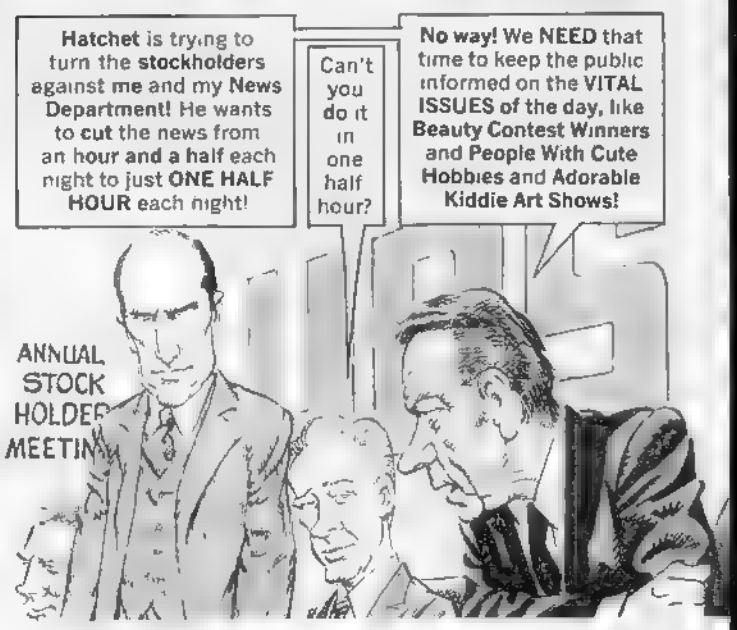
We need something like this! This is a film of a terrorist group dedicated to destroying America by driving everyone insane! They took this of themselves as they actually broke into a Supermarket . . .

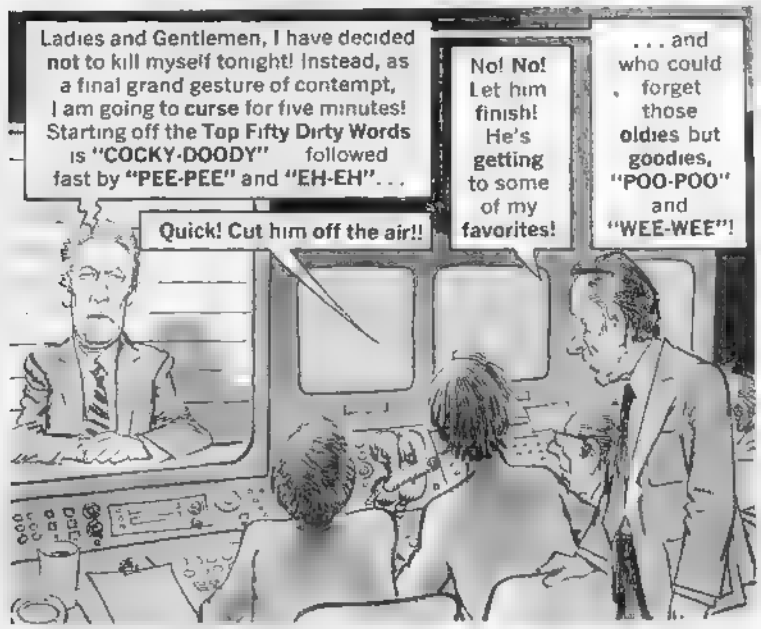
What are they doing in there?

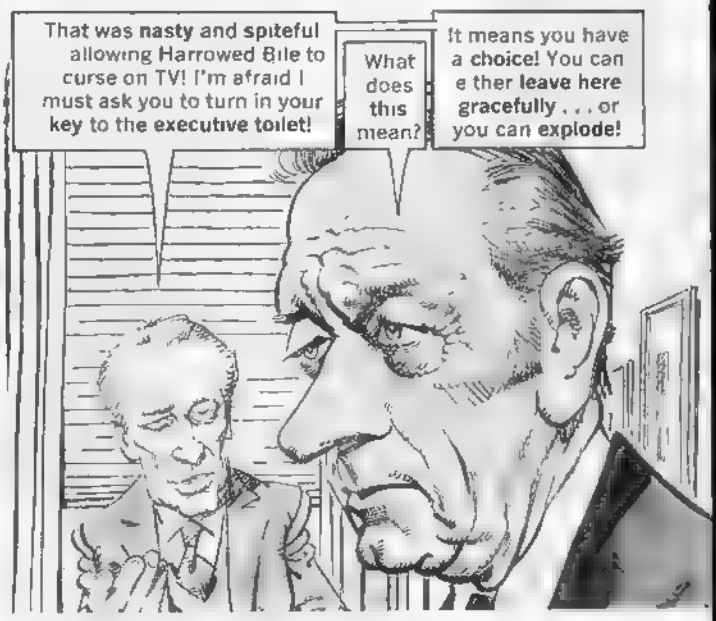
Fixing the wheels of shopping carts so that no one can steer them straight down the aisles!

Diabolical fiends!

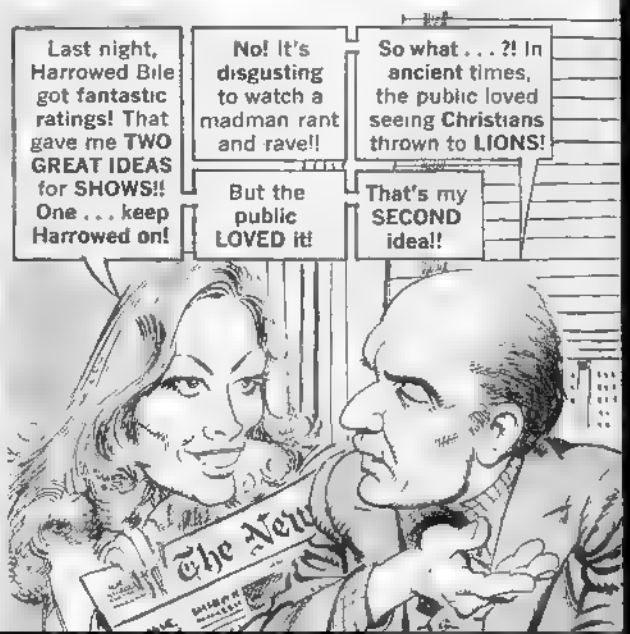

And here they are, attacking the mental health of America's youth by sneaking into our Bubble Gum factories and putting "doubles" and "triples" of San Diego Padre players into baseball card packs!
Now, my idea is to have this terrorist group film one of its militant capers every week, and call the show, "Up Yours, America"!
Depraved wretches . . . !
You have a fabulous mind . . . and a tush to match!!


Hatchet is trying to turn the stockholders against me and my News Department! He wants to cut the news from an hour and a half each night to just ONE HALF HOUR each night!
Can't you do it in one half hour?
No way! We NEED that time to keep the public informed on the VITAL ISSUES of the day, like Beauty Contest Winners and People With Cute Hobbies and Adorable Kiddie Art Shows!
ANNUAL STOCK HOLDER MEETIN


Ladies and Gentlemen, I have decided not to kill myself tonight! Instead, as a final grand gesture of contempt, I am going to curse for five minutes! Starting off the Top Fifty Dirty Words is "COCKY-DOODY" followed fast by "PEE-PEE" and "EH-EH"...
Quick! Cut him off the air!!
No! No! Let him finish! He's getting to some of my favorites!
. . . and who could forget those oldies but goodies, "POO-POO" and "WEE-WEE"!


That was nasty and spiteful allowing Harrowed Bile to curse on TV! I'm afraid I must ask you to turn in your key to the executive toilet!
What does this mean?
It means you have a choice! You can e ther leave here gracefully . . . or you can explode!

Here are some ideas for new shows! This one is about a middle-aged bald detective who's a natty dresser! This one is about two young mod cops, one with a funny-sounding Polish name!
No! I want something different! Not the same old things people can see by just looking out their windows!!
But these shows have robberies and murders!! Who looks out their windows and sees things like THAT . . . ?
The people who live in Detroit, New York, Chicago and every large city in the U.S.A.!


Last night, Harrowed Bile got fantastic ratings! That gave me TWO GREAT IDEAS for SHOWS!! One . . . keep Harrowed on!
No! It's disgusting to watch a madman rant and rave!!
But the public LOVED it!
So what . . . ?! In ancient times, the public loved seeing Christians thrown to LIONS!
That's my SECOND idea!!
The New

Okay, I've changed my mind! You're NOT fired! Here's your toilet key back . . .

Ah-hah! So you need allies in your fight against Hatchet!

That's ONE reason!

What's the other?

Your office is starting to smell something awful!!

I'd like to program the Harrowed Bile Show! What do you say?

Hmmmm! You interest me!

Listen, I feel we could work REAL HARD together!

I was thinking about having a torried love affair with you!

So was I! But at your age, it would be real hard work!

Before we start, I'd like to know how you feel about sex and violence!

I ADORE it on TV . . . and even MORE in my APARTMENT!

Yes! Yes!! I must awaken America! I must tell them the truth! Thank you for enlightening me . . . and for showing me my mission in life!

Oh, and by the way . . . "PANT . . . PANT . . . PANT . . ." to YOU, TOO!!

This is what your News Department was lacking!

Showmanship!

And now, the "Evening News"! With Rocky Stud reporting on the Middle East Crisis . . . while juggling five hoops and three Indian Clubs . . .

CLAP!

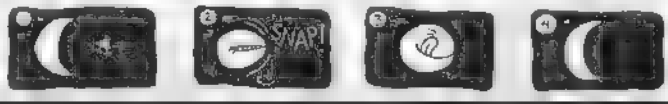
. . and Larry Lawrence reporting on a new outbreak of the Bubonic Plague . . . while being shot out of a cannon . . .

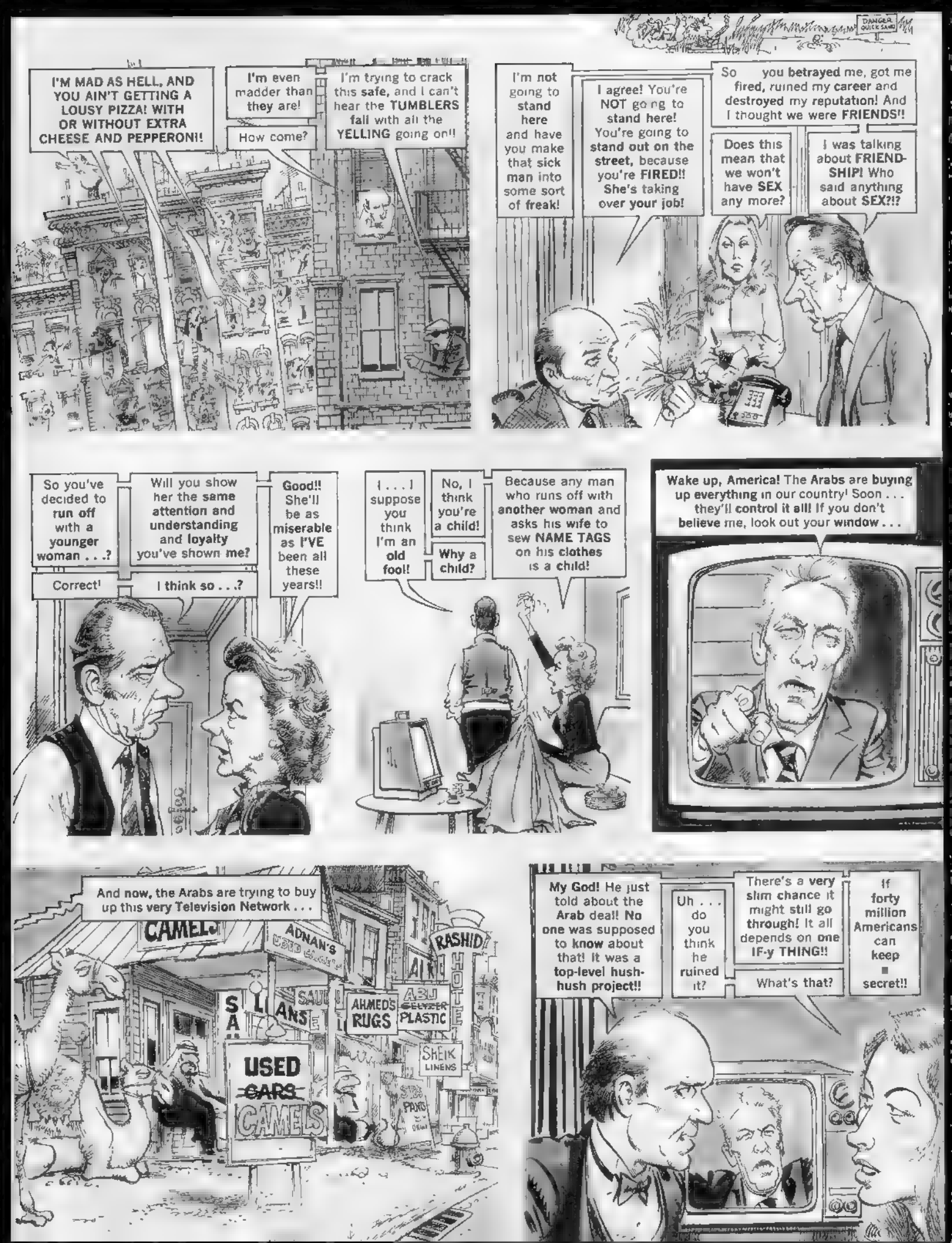
. . with Linda VaVoom, our "Shower Or Shine Girl" doing her Nude Weather Report . . . and featuring the STAR of our show . . . crazy HARROWED BILE!!

Last night, I received two phone calls, and heard strange voices! The first one said, "Tell America the truth! Tell them that TV is turning them into mindless robots!"

The second was even stranger! It said, "Send up a pizza with extra cheese and pepperoni!"

So . . . I want you all to GET ANGRY!! I want you all to go to your windows and open them and yell, "I'M MAD AS HELL, AND YOU AIN'T GETTING A LOUSY PIZZA! WITH OR WITHOUT EXTRA CHEESE AND PEPPERONI!"




I'M MAD AS HELL, AND YOU AIN'T GETTING A LOUSY PIZZA! WITH OR WITHOUT EXTRA CHEESE AND PEPPERONI!
I'm even madder than they are!
How come?
I'm trying to crack this safe, and I can't hear the TUMBLERS fall with all the YELLING going on!!
I'm not going to stand here and have you make that sick man into some sort of freak!
I agree! You're NOT going to stand here! You're going to stand out on the street, because you're FIRED!! She's taking over your job!
So you betrayed me, got me fired, ruined my career and destroyed my reputation! And I thought we were FRIENDS!!
Does this mean that we won't have SEX any more?
I was talking about FRIENDSHIP! Who said anything about SEX?!?
So you've decided to run off with a younger woman . . .?
Will you show her the same attention and understanding and loyalty you've shown me?
Correct!
I think so . . .?
Good!! She'll be as miserable as I'VE been all these years!!
I . . . I suppose you think I'm an old fool!
No, I think you're a child!
Why a child?
Because any man who runs off with another woman and asks his wife to sew NAME TAGS on his clothes is a child!
Wake up, America! The Arabs are buying up everything in our country! Soon . . . they'll control it all! If you don't believe me, look out your window . . .
And now, the Arabs are trying to buy up this very Television Network . . .
CAMELS
ADNAN'S
RASHID
AHMED'S RUGS
ABU PLASTIC
SHEIK LINENS
USED CARS CAMELS
My God! He just told about the Arab deal! No one was supposed to know about that! It was a top-level hush-hush project!!
Uh . . . do you think he ruined it?
There's a very slim chance it might still go through! It all depends on one IF-y THING!!
What's that?
If forty million Americans can keep a secret!!

You have transgressed, Mr. Bile! You have committed a sin against the most cherished, the most exalted power in the universe!

You mean against GOD?!?

No, against something even more powerful! MONEY!!

But I told Americans—

AMERICANS?!? There are no Americans! There are no Europeans, no Asians! There are no continents, no countries! There is no geography! There is only one thing! MONEY!

Gee, that's terrible! And I spent so much time learning things . . . like the capital of North Dakota!

And what do you think that is . . ?

Bismark!

WRONG!! It's THREE DOLLARS AND SEVENTY-NINE CENTS!

That VOICE!! I—I recognize that VOICE!!

Sure you do! But I could DIE before you'd send up my pizza with extra cheese and pepperoni!

TONGSUN PARK

KAKUEI TANAKA

ADNAN KHASHOGGI

What do you want me to do?

Tell people they cannot stand in the way of money power! If you do that, you will be on the path of righteousness, you will be on the road to truth, and even MORE IMPORTANT . . .

What? What?

You'll be my best friend!

. . and so, my friends, forget about individuality! Because in our complex world, individuality is doomed . . .!

Damn him! His messages of gloom — turning off audiences!

God, is television all that you're capable of thinking about?! Is TV your whole reality?!? I don't know why you became involved with me in the first place!

Because . . . you reminded me of someone I once loved very much!

An old flame?

No . . Captain Kangaroo!

Bile's ratings are awful! We've got to get rid of him!

The Network Brass wants him to stay on the air! So we can't do anything about it!

I've got a plan! It's very clever . . . and very subtle!

What is it?

We have him KILLED! And I know just the guys who would love to do it!!

Great idea! You have a fabulous mind!

I know! And a tush to match!

It's bad enough we Newsman have to stay on camera all night at our dumb political conventions with nothing to say!

Or have to predict election winners before the polls are even closed!

Or attempt to give truthful news when oil companies and big corporations sponsor our shows!

But having a NUT portray us is TOO much!

CBS

ABC

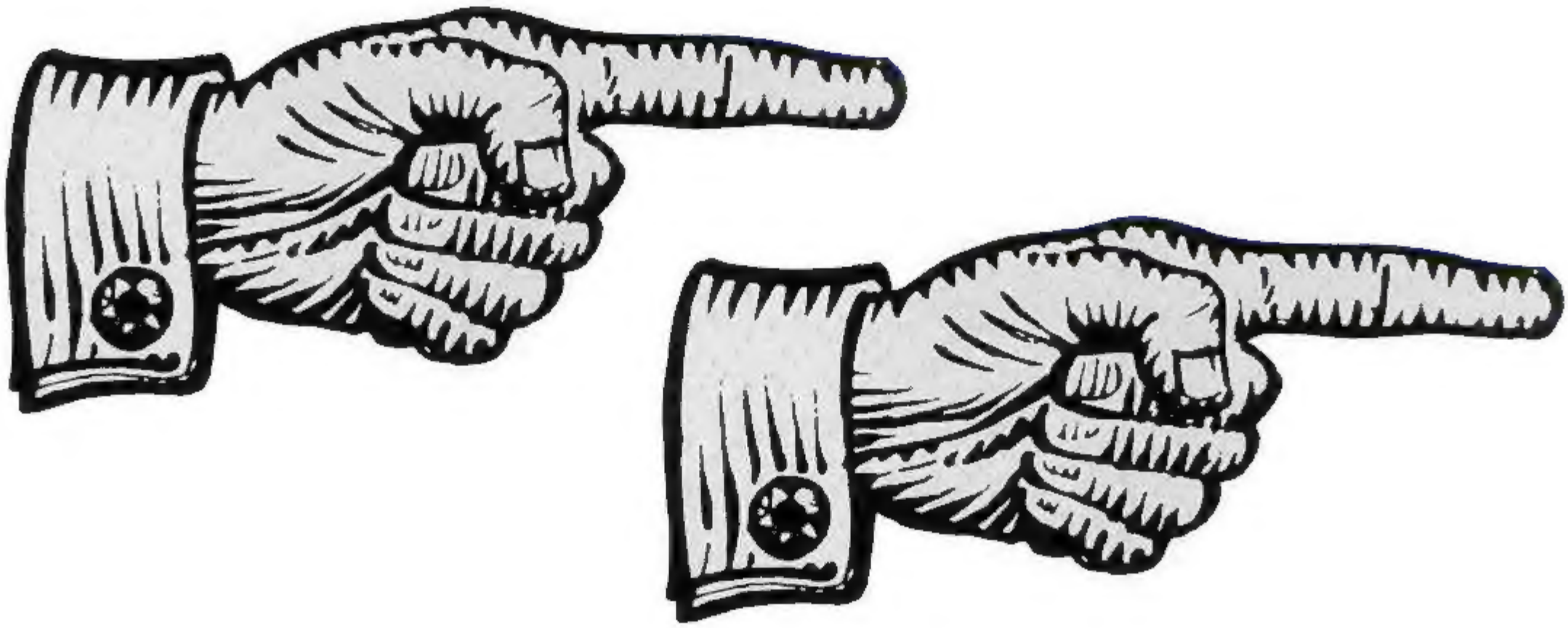
NBC

ABC

RATTAT-TAT-TA

Nothing to see here!

Please skip ahead.



WHAT'S THE MOST POPULAR TALK SHOW ON THE AIR TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

More than any other thing, people are interested in people. That's why "Talk Shows" have always been so popular. But lately, a certain type of "Talk Show" has become more popular than all the others. To find out what it is, fold in the page.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

THE FAMILIAR TALK SHOW OF TODAY INVITES EXCITING GUESTS, RANGING FROM ASTRONAUTS ON UP TO ZEN BUDDHISTS. THIS NEW, DIFFERENT, FREE-WHEELING AND RADICAL APPROACH SEEMS TO IGNORE EVERY OLD TABOO

ARTIST & WRITER: AL JAFFEE

A▸ ◂B

WHAT'S THE MOST POPULAR TALK SHOW ON THE AIR TODAY?

FOLD PAGE OVER LIKE THIS!

A► ◄B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

CITI ZEN
BAND
RADIO

A► ◄B

ONE NIGHT IN THE BIG CITY

ARTIST & WRITER: AL JAFFEE